



Quick Guide: Updating MAX Profiles

What?

3 focus areas:

- Zip Code Coverage
- Value Brand Recognition
- FSM/CRM

Who?

Zip Code/Value Brand: Dealers who are approved to be shown on the dealer locator!

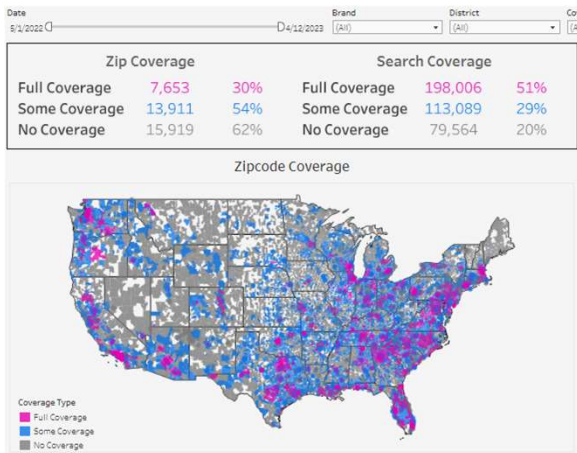
FSM/CRM: Any dealer who has NOT indicated an FSM/CRM in their profile (or has not updated since making a switch)

When?

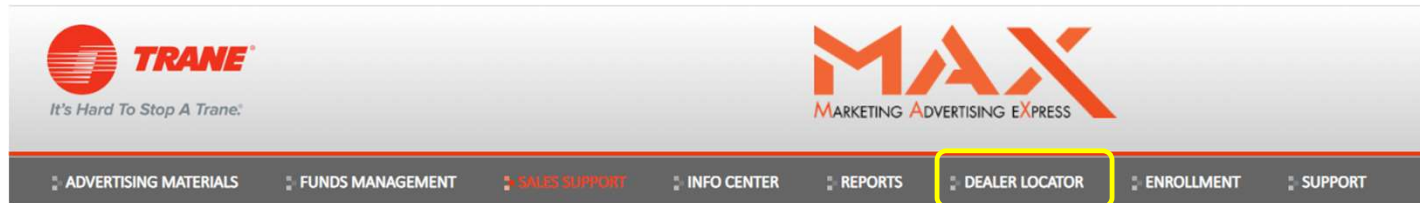
- Now: before busy season hits and value brand sites are relaunched
- Highly recommend reviewing these 2-4 times a year with the dealers!

Why?

- Opportunity for additional leads
- Dealer Brand awareness across our sites
- Better decisions on programs and partnerships
- Better communication overall



Last year: 20% of homeowner searches resulted in 0 dealer- this is ~\$1M in missed revenue



Quick Steps

1. Log into Comfortsite
2. Go to Marketing Center → Marketing Advertising Express (MAX)
3. Hover over Dealer Locator → Click on Dealer Locator Information
4. Review/Update: Zip Codes, check box for RunTru if applicable, FSM/CRM
 - Review any other data that changed, too