

BuyNow

Digital retailing solution by CarNow



BuyNow is the first-ever, live-assisted digital retailing platform in automotive. Industry leading integrations and reliable market data give your customers transparency and confidence, and live-assisted sessions help guide them through the entire buying process.

BuyNow is the most flexible and dealer-friendly digital retailing product on the market today, specifically designed to allow for customizations and flexibility to fit into any dealership operation.

BuyNow Features



Live Assisted

BuyNow is the first ever live assisted automotive digital retail platform. Your customers can get their questions answered and negotiate in real-time with your team, while you have the option to monitor and guide their transaction.



Regional & National Incentives

All OEM incentives and rebates are completely customizable and can be automated to display real-time pricing logic without the need for intervention. Available offers include generic and conditional rebates with full stackability logic.



Trade Integration

BuyNow's integration with TradePending makes valuing a vehicle easy and reliable. TradePending uses live market data and dealership investment estimates, yielding values that are more accurate than traditional books. Additional market factors are shared with the consumer, thereby building transparency and confidence in the trade number.



Payment Calculator

BuyNow's customizable payment calculator gives you complete control of the payment estimation display to your customers. Customers are empowered to configure payments based on variable factors such as trade-in, down payment, and payoff.



Time Saved In Store

Show your customers what they want to see... they want to spend less time in the store! BuyNow allows you to customize timers and displays so that you can reinforce the time savings for your customers.



F&I Product Integration

In partnership with F&I Express, BuyNow allows you to display actual prices of F&I products from providers you use today. Give customers the time and tools to make F&I decisions without the pressure of the dealership.



Pre-Qualification Option

Give your customers the ability to determine their credit and the applicable rate without providing SSN or DOB. Pre-qualification can be provided through BuyNow or integrated with your current credit provider.

BuyNow is the first-ever, live-assisted digital retailing platform in Automotive.

It is the most flexible & dealer-friendly digital retailing product on the market today, specifically designed to allow for customizations and flexibility to fit into any dealership operation.

Why CarNow?



Next-Gen Technology Architecture

Unlimited extensibility on new content and process flows for ultra-fast technology development.



Unparalleled Content Integration

Industry-leading richness and range of object types and use cases in Content Library.



Thoughtful Customer Experience

Engages, interacts with, and converts in the most customer-centric and dealer-friendly way.



Usability & Responsiveness

Leading ease of use and intuitive interface allows access to powerful information on the spot that leads to sales, service and profitability.



Leadership Team

Proven executives with track record of partnering to create industry-leading solutions customized to your business.