



Reply with AI

Utilize Artificial Intelligence to automatically reply to your customers! Reply with AI automatically retrieves lead, contact, trade-in, inventory details and more from the CRM to deliver the ultimate personalized response to your customers.



Click to Call

Sales reps can click any phone number in the CRM to make a call. Call recordings are stored in customer lead profiles.



Service Scheduler

Keep your service bays organized and provide better follow-ups for your service prospects.



Drivers License Scanner

Eliminate data entry and easily create a new lead by taking a photo of a drivers license.



Forms Library

Customized and auto filled forms will make data entry a breeze. Whether you're giving a quote or filling out a credit app, DP360 CRM can help eliminate data entry and user errors by autofilling the data for you.



Lead Routing

Route all web leads into DP360 CRM and set up rules to automatically distribute leads to the best sales representatives to follow up.



Reporting

Get a 360 degree view of what's happening in the dealership with our easy to read reports.

Reports can be automatically generated and emailed to managers daily.



Desking Tools

Easily build quotes to present to your customer based on vehicle preference, customer information, payment/lender options and more!



Mobile

Whether you're at the desk or on the floor, customer data can be easily accessed on any mobile device for ease of use on the web or with our Mobile App.



Texting

True end-to-end texting platform for real-time SMS and MMS messaging for seamless communication, including photos. Texts can be sent from your chosen number via DP360 CRM or mobile phone.



Text to Pay

Accept secure payments directly through texts, making transactions quick and convenient for customers.



Text Broadcast Marketing

Send Mass Messages to customers instantly, ideal for promotions, updates and announcements!



Auto Responder Texting

Automatically reply to customer texts with preset messages, ensuring prompt responses and enhancing customer engagement.



Email

Sync your existing email with DP360 CRM to manage leads, send emails, and save time.



Marketing

Easily design personalized e-blasts and email templates with our template builder, and target core audiences using DP360 CRM's data and equity miner.



Customizable Solution

Not every dealership is the same, your CRM does not have to be either. DP360 CRM allows users to setup custom workflows and processes to fit their business model. CRM has never been so easy!



Best in Class Support

Our dedicated support team is available to our clients six days a week! Receive prompt, expert support or training whenever you need it!



Integrations & Partners

DP360 CRM is the most integrated CRM in the industry. We have partnered with the most OEM's, DMS's, third party portals and website providers in the industry.

2025 CRM PACKAGES

SILVER PACKAGE

\$549/month

CRM Suite \$499
Basic Texting (SMS) \$75
Marketing 5,000 Contacts \$49

\$623 Value!

\$74 Monthly Savings

GOLD PACKAGE

\$699/month

CRM Suite \$499
Marketing 10,000 contacts \$79
Premium Texting Package \$249

\$827 Value!

\$128 Monthly Savings

PLATINUM PACKAGE

\$1099/month

CRM Suite \$499
Click to Call w/Voice Recording \$249
Unlimited Marketing \$179
Drivers License Scanner \$95
Platinum Texting Package \$399

\$1,421 Value!

\$322 Monthly Savings

UPFRONT FEE

\$2,000

STANDARD PRICING SINGLE LOCATION

CRM Suite - \$499/month for unlimited users

TEXTING PACKAGES

PREMIUM TEXTING PACKAGE \$249/month	MMS Texting with TextUs Widget Auto Responder Texting Up to 2,000 segments per month (0.03 cents for every segment over 2,000)
PLATINUM TEXTING PACKAGE \$399/month	MMS Texting with TextUs Widget Broadcast Text Messaging Auto Responder Texting Text to Pay Up to 5,000 segments per month (0.03 cents for every segment over 5,000)

REPLY WITH AI

\$295/month Utilize Artificial Intelligence
to automatically reply to your customers!

E-BLAST PACKAGES

1.5 cents per email (e-blasts only) or choose a package below
\$49/month for up to 5,000 contacts
\$79/month for up to 10,000 contacts
\$179/month for up to 25,000 contacts

DRIVERS LICENSE SCANNER

\$95/month

CLICK TO CALL WITH RECORDING

\$249/month per location
Up to 5 Lines
Additional Lines - \$30/month per line