



# Pearl Technology Releases Dynamic Payment Calculation Widget For Auto Dealership Websites

*Dynamic widget calculates 6 multi-term purchase and lease payments in under 3 seconds*

DALLAS, TX, USA, August 24, 2017 /EINPresswire.com/ -- Pearl Technology Holdings, LLC, (Pearl) ([www.pearlsolutions.com](http://www.pearlsolutions.com)) today announced that its ShowroomXpress platform ([www.pearlsolutions.com/srx](http://www.pearlsolutions.com/srx)) (SRX) has released a dynamic [website widget](#) that calculates and displays 6 different payments to vehicle shoppers in under 3 seconds. The payments are calculated to the dollar for both purchase and lease transactions with built in dealer finance mark-up. Payment calculations performed by SRX also include the customer's trade-in value, sales tax, doc fees, F&I packages and OEM incentives.

SRX is an on-demand automotive retail platform for franchised dealers that lets consumers take on the various elements of a vehicle purchase/trade-in in their own way, at their own pace — essentially letting the consumer tackle various steps of the car shopping process when and where they so choose. The SRX widget operates within the SRP and VDP levels of a dealer's website and provides complete deal transparency for a consumer for any vehicle in a dealer's inventory.

"We believe our new dynamic widget will help dealers usher in a new era of auto retailing," said Bruce Thompson, CEO, and Founder of Pearl Technology Holdings, LLC. "With a few lines of code, a dealer can immediately empower his website with real payments, allowing a customer to desk their own transaction and pick their ideal payment and protection package. The transaction terms can be saved and sent to dealership CRM tools, so it's a seamless process to pick up the consumer record and finalize the transaction," Thompson continued.

The addition of the widget to Pearl's ShowroomXpress transforms a dealership's physical showroom into an express retail environment for walk-in customers, allowing salespeople to display real



payments on every unit in inventory within seconds, versus the traditional hours long process. The widget's calculation engine is powered by a very robust desking tool that integrates with all U.S. auto lenders.

"We believe consumers are looking for a much more transparent and efficient car buying process and therefore created a tool that is easily installed on a website. It also has CRM integrations and very little training is necessary," said Thompson. "Our dynamic widget is much more advanced than anything we see in the industry today."

The SRX widget was piloted with a small group of franchised dealerships in the spring of 2017. During the pilot period, the average dealer's website analytics reported over 4000 performed personalized payment calculations per month on their website using the SRX widget. SRX is now available to all franchised dealerships across the United States.

For more information call: 888.339.1116, or to sign up for a demonstration visit:  
[www.pearlsolutions.com/srx](http://www.pearlsolutions.com/srx).

About Pearl Technology Holdings, LLC:

With the formation of American Auto Exchange (AAX) in 2001, auto industry entrepreneur Bruce Thompson became widely known as the creator of the "used car inventory management" space. He went on to start RedBumper, LLC in 2010, which is also primarily focused on "used car inventory management." RedBumper's intellectual property was acquired by CDK Global in September 2014. At that time, Thompson formed a new holding company, Pearl Technology Holdings, LLC, created to be an automotive technology incubator. The company's mission is to create and deliver innovative new tools that have an impact on the industry. Pearl has launched seven subsidiaries: NewCar IQ, LLC; VehicleXchange, LLC; eCarTag, LLC; Trade-In Concierge, LLC; ShowroomXpress, LLC; PearlProximity, LLC and PearlIntercept, LLC. NewCarIQ, LLC was acquired by CDK Global in January 2016.

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