

Become the only logical choice in your market.

In March 2026 the FTC put 97 dealer groups and 200+ rooftops on notice over pricing it calls deceptive. An A on the Dealer Transparency Index is independent proof your pricing is clean — and CarEdge Certified turns that grade into traffic, leads, and the loudest voice in your market.

DEALER TRANSPARENCY INDEX

A**97/100**

Independent proof your pricing is clean

F

D

C

B

A

97

dealer groups on FTC notice

200+

rooftops flagged for pricing

800,000+

buyers who trust CarEdge

WHAT IS INCLUDED

1**Premium listings**

Front-of-line placement on CarEdge.com.

2**High-intent leads**

Shoppers asking for an out-the-door quote.

3**Instant quote dashboard**

Quote on the spot and route it to your CRM.

4**CarEdge credentials**

The certified badge for every VDP and banner.

5**Showroom materials**

Point-of-sale pieces for your floor.

6**Mystery shop intel**

Rivals' real pricing and desk games, handed to you.

7**Media spotlight**

Promotion and appearances across CarEdge media.

A**Members only**

Open exclusively to A-rated dealers.

Book your 15-minute callmeetings.hubspot.com/adam-gaedke**Call 920.207.3122**

Adam Gaedke · Membership Director, CarEdge Certified

One membership. One grade. One obvious choice.

CAREEDGE CERTIFIED — DEALER MEMBERSHIP

\$999
per dealership

~1 / quarter
typical break-even pace

A-rated
dealers only — enter at A

HOW IT WORKS

01

Confirm your A

We verify your Dealer Transparency Index grade.

02

Get listed & certified

Activate your CarEdge Certified status and placement.

03

Turn it on

Listings, leads, and the badge go live.

You become the trusted dealer.

While the market scrambles to look transparent, you are certified, promoted, and quoting deals on the spot. When a buyer is ready, there is one obvious place to go.

Book your 15-minute call

meetings.hubspot.com/adam-gaedke

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