

TAX MAX

Best Value

	Basic	Basic+	VIP	Platinum	Elite
Annual Package Price Includes	\$594 /yr	\$999 /yr	\$1,999 /yr	\$2,399 /yr	\$5,999 /yr
Traditional Tax Max Program	✓	✓	✓	✓	✓
Inventory Listing/Autotrader BHPH*		✓		✓	✓
Taxes by Text			✓	✓	✓
File & Drive Sales Event			✓	✓	✓
NEW File & Keep Driving Campaign			✓	✓	✓
FREE Tax Preparation**					✓

Tax Max allows any retail establishment to convert a W-2 into cash in as little as a couple of hours in the 1st quarter using our Refund Advance product with NO RISK and NO LIABILITY. Along with the Traditional 1st Quarter Program, car dealerships can use our 4th Quarter/Pre-Season Program to begin selling cars as early as October. If a dealer uses a DMS that has partnered with Tax Max, the dealership is eligible to utilize the Tax Max Irregular Payment Program and can use tax season all 365 days of the year to help sell cars with LARGE down payments. The Traditional Program also includes our Collections Program, Repairs Program and text reminders.

Build Your Own Package

Add any upgrade to the Traditional Tax Max Program using the options below.



Autotrader BHPH / Inventory Listing \$499/yr

List your entire dealership's inventory directly on the Autotrader BHPH Marketplace website for an entire year and increase your online presence and sales. Any retail or BHPH dealer can utilize this site. (\$2400 value)



Taxes by Text \$999/yr

Taxes by Text eliminates the majority of the data entry required by your team! Tax Max will work with your customer directly from start to finish through our hands free texting platform!



File & Drive Sales Event \$999/yr

The File & Drive Sales Event allows your customers to file their tax return directly on your website with no effort by the dealer and with the refund going to your dealership. Tax Max will provide your dealership your own unique URL to add to your website as well as a suggested accompanying banner ad. The URL can be used on your website, through email, social media and more.



File & Keep Driving Campaign \$999/yr

The File & Keep Driving Campaign designed to target your existing customers who may be behind in their car payments, who might owe you a special tax season payment, who might want to pay off their car and/or who may owe you for a repair side note. These customers can file their tax return from a webpage right off your website and their refund is sent to the dealership to get current on their account, pay their special tax season payment, to pay off their car and/or pay off their side note with no effort by the dealer.



FREE Tax Preparation** \$4,999/yr

Nothing beats FREE! Make the Tax Max program even better by offering FREE tax preparation to all your customers and employees! Taxpayer is only responsible for bank fees. (up to a \$27,614 value)

All package prices are per location. *All services provided by Autotrader are subject to the terms and conditions available at: <http://buyherepayhere.autotrader.com/terms-and-conditions> which are subject to change. **Free Tax Preparation limited to a maximum of 100 tax filers, per location/Taxpayer responsible for all associated bank fees.