



## **DealerRater.com Helps Auto Dealers Turn User Reviews Into New Business**

*With more than 60,000 dealership reviews, the reputation management Web site is changing the way car dealers build and maintain their reputation. Dealerships are sending customers to write reviews on third party Web sites.*

Waltham, MA ([PRWEB](#)) January 7, 2009 -- DealerRater.com, the nation's premier car dealer review Web site, announced today that the Web site has gathered more than 60,000 reviews written by DealerRater.com users, many of whom were referred by car dealerships.

"Dealerships around the country are sending their customers to [www.DealerRater.com](http://www.DealerRater.com) to report on the experience they had at the dealership," explains Chip Grueter, president of DealerRater.com. "Car purchasers have shared this information with other online users in the DealerRater social networking community since 2002, but we are now seeing many more dealerships use our Web site as a reputation management tool."

In the past, car dealerships have relied on referrals from satisfied customers who tell family and friends in conversation. Customers are now logging onto third party review Web sites, like DealerRater.com, to publicly share their experience or to research perspective dealerships.

Dealerships, like Acton Toyota in Littleton, Massachusetts, receive new business leads from DealerRater.com users' referrals. "Viral marketing is successful because people pay attention to messages from other customers, not just the message from the dealership," states Mike Hills, General Manager, Acton Toyota. "Even though we knew we were providing very good customer service based on information collected for us in manufacturer surveys, we did not have a way of effectively sharing this information with potential customers. DealerRater is a resource for our customers to express their satisfaction. We suggest to customers that they visit DealerRater to see how customers rate Acton Toyota and other dealerships during the sales process, and invite them to write a review about us after their purchase is complete."

Research gathered from DealerRater.com dealers' best practices indicates that dealerships who are successful in building and maintaining their online reputations are committed to asking customers to write reviews. Dealerships using DealerRater have incorporated the review writing request into their emails to customers, promotional materials and showroom signage and promote their ratings and review quotes in advertisements and on their own Web sites.

### About DealerRater.com:

DealerRater.com was founded in 2002 as the first car dealer review Web site worldwide. DealerRater.com is committed to providing a central collection point for informative reviews. The site currently features more than 24,000 US and International car dealers and over 60,000 user reviews. DealerRater.com provides the opportunity for users to search for car dealerships, read current reviews, write their own review, and find car deals - all for free. Car dealers are rated on the criteria of customer service, quality of work, friendliness, price and overall experience. DealerRater.com users also have the option to recommend the dealer to other users and provide a descriptive review. Web site users and car dealerships may post free auto classified ads. DealerRater.com visitors may request vehicle quotes and Certified Dealers receive free vehicle leads.

### About Chip Grueter:

Chip Grueter is the president of DealerRater.com. Mr. Grueter founded DealerRater.com LLC in 2002 as a way



for Web site users to share their sales and service experiences at automotive dealerships with other Web site users. Mr. Grueter holds a Bachelor of Arts degree in Computer Science from Boston College. Mr. Grueter's favorite dealership customer service perk is free vehicle loaners.

About Acton Toyota:

Mike Hills is the General Manager of Acton Toyota, located in Littleton, Massachusetts. Acton Toyota received the DealerRater.com Dealer of the Year award in 2007 and 2008. The dealership has more than 450 reviews and is rated 4.8 out of five for customer satisfaction.

For DealerRater.com information or to interview Chip Grueter, please contact Michelle Oldershaw at 800.266.9455 or visit [www.dealerrater.com](http://www.dealerrater.com).

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**Online Web 2.0 Version**

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