PINNACLE ONE

DEALERSHIP MANAGEMENT SYSTEM · POWERSPORTS · MARINE · RV

Pricing

One platform. One price. Everything included.

Every department, every built-in feature, and ONEbot AI — on every seat.

FIRST SEAT
$999
per month

ADDITIONAL SEATS
$299
per seat, per month

NO CONTRACT
Month to month. No long-term commitment.

Seats are per location. Each separate dealership location needs its own Pinnacle ONE subscription, because location drives that location's preloaded title work and withholdings.

Included with every seat

NO ADD-ON FEES

AI ASSISTANT · INCLUDED

ONEbot

Ask your dealership anything.
Plain-English questions across accounting, sales, service, parts, inventory feeds and marketing — answered by ONEbot.

- **Payroll** INCLUDED — Employees, time, commissions, pay runs, stubs, check printing, and payroll-tax estimates. Prepares for filing, and prepares for direct deposit with a check opt-out.
- **Bank Feeds** — Included at no extra cost
- **Inventory Feeds** — Units published to listing sites
- **Marketing Portal** — With email marketing, included at no extra cost
- **Listing Videos** — Included at no extra cost
- **Shop TV** — Live service board, included at no extra cost
- **Shipping labels & packing slips** — Included at no extra cost
- **Mobile Apps** NO EXTRA COST — iPhone & Android staff apps for every seat

Everything included

BUILT IN · EVERY DEPARTMENT

SALES & F&I
- Quotes and deal jackets
- F&I products and trade-ins
- Credit applications
- Deposits, funding and delivery
- Buyer's Order printing

INVENTORY
- Powersports, marine and RV units
- Marine **hull / motor / trailer** packages
- Unit photos
- Listing videos
- Floorplan on the unit
- Inventory Feeds

PARTS
- Counter sales
- Purchase orders
- Special orders
- Returns and restocking
- Parts catalog and stock levels
- Shipping labels and packing slips

SERVICE
- Repair orders
- Appointment scheduling
- Technician time clock
- Repair-order photos
- Shop capacity and bays
- Shop TV

ACCOUNTING
- General journal and ledger
- Checks, deposits and refunds
- Bank & card processor rec
- Accounts receivable / payable
- Financial statements

PAYROLL & BANKING
- Employees, time, overtime & commissions
- Pay runs, stubs, check printing & tax estimates
- Direct deposit prep (check opt-out); provider CSV export
- Bank Feeds
- Floorplan reconciliation
- Positive pay export

CRM & MARKETING
- Customer records and follow-ups
- Customer import (CSV)
- Calendar
- Marketing Portal and email
- Dealer website portal

ADMIN & SECURITY
- Role-based permissions
- Multi-factor authentication
- Audit log
- "Genius" CSV import
- Mobile staff app (iPhone & Android)
- Reports and report builder

PARTNER DISCOUNT

Classifieds for Pinnacle ONE dealers

50% OFF EACH SITE

Half off every monthly tier on both listing sites.

MONTHLY TIER	LIST PRICE	PINNACLE ONE DEALER PRICE
Standard	~~$299.00~~	**$149.50** /mo
Business	~~$499.00~~	**$249.50** /mo
Enterprise	~~$999.00~~	**$499.50** /mo

BoatClassifieds.com · PowersportsClassifieds.com — Per site, per month.

EXAMPLE

A typical 6-seat dealership

First seat	$999
5 additional seats × $299	$1,495
MONTHLY TOTAL	**$2,494**/mo

Everything included: ONEbot, Shop TV, Payroll, Bank Feeds, Inventory Feeds, Listing Videos, Shipping labels and packing slips, Marketing Portal, iPhone & Android staff apps and every built-in feature. No contract.