
CSI Partners

<i>The Scheme</i>	<i>2</i>
<i>Home</i>	<i>3</i>
<i>Auto Body Guard</i>	<i>4</i>
<i>About CSI</i>	<i>5</i>
<i>Heritage Warranty</i>	<i>6</i>
<i>The DentZone Network</i>	<i>8</i>
<i>Dealers Tools</i>	<i>9</i>
<i>Add-ons</i>	<i>10</i>



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The Scheme

CSI Partners logo represents the company's dedication to helping dealers achieve and maintain a high customer satisfaction index. The background graphics represent an automobile gauge registering high marks. Marrying the gauge to the letters "CSI Partners" creates a relationship between the company and the measuring device.



The home page will have a red background with white lettering. This same red will appear in the masthead for linked pages that relate to CSI Partners, Heritage Warranty, and dealers tools.

CSI Partners have over 30 years' experience with customer loyalty, financial and insurance products and related services.

Arial or the visitor's default non-serif browser typeface will be used for captions and single lines of text. Times Roman or the visitor's default serif browser typeface will be used for large blocks of text.

CSI Partners have over 30 years' experience with customer loyalty, financial and insurance products and related services.

Auto Body Guard pages will have a chrome background with blue lettering and the same pattern will appear in the masthead for linked pages relating to benefits, details about DentZone and dentestimators.com.

Customer Service

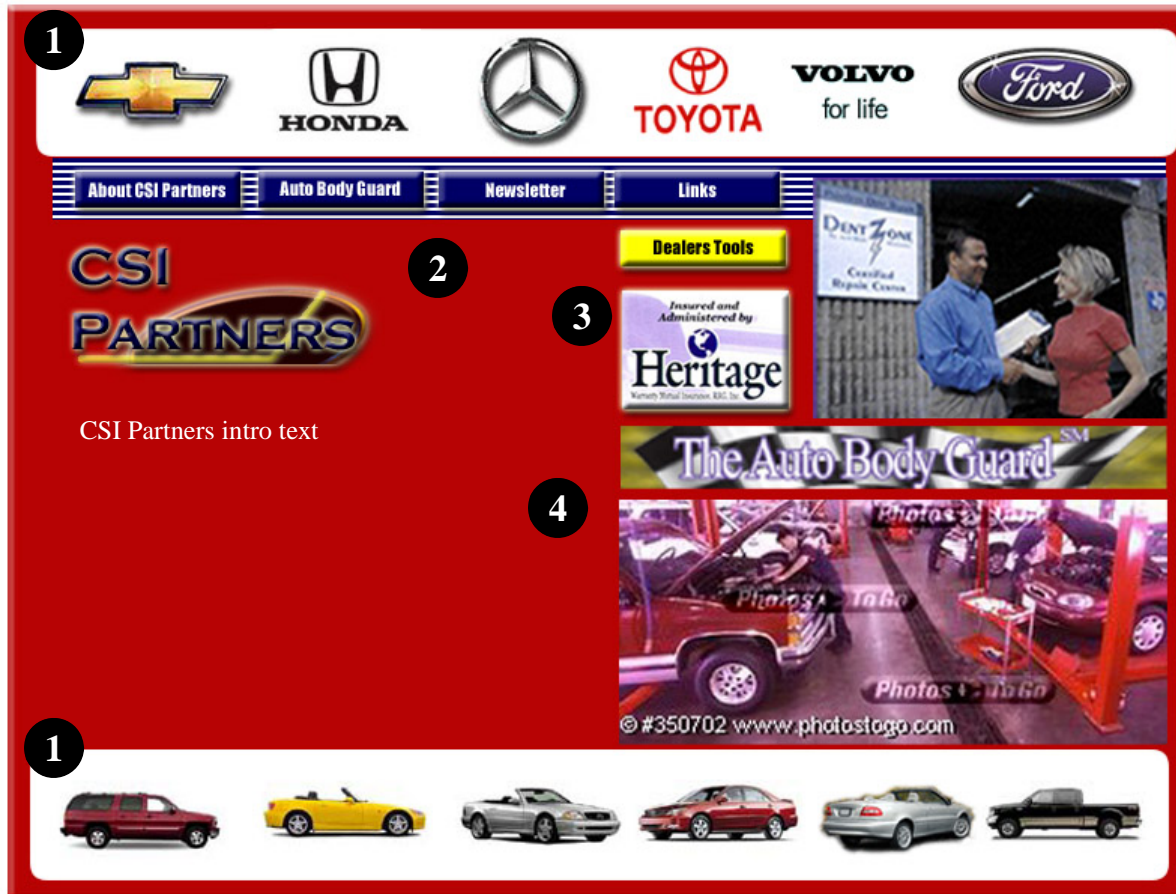
To ease visibility and reading over the chrome background, the Arial or the visitor's default non-serif browser typeface will be used for all text. A larger and bolder face will be used for headings.

The dealers' tools section will have a gold background with black text. The typeface will be the same as the home page.



The navigation bar that will appear on all web pages consists of blue buttons over a blue and white striped background. The dealers tool button will be yellow to stand out against any background color.

Home Page



The CSI Partners home page provides potential buyers and current clients a portal to information about CSI Partners, Heritage Warranty, and Auto Body Guard by DentZone.

1 Various dealer logos and cars appear across the top and bottom of the home page. As more logos and small jpeg images are added, the logos and vehicles will change so that many different dealers and vehicles can be shown.

2 A navigation bar provides links to About CSI Partners, Auto Body Guard, Newsletters, and Links. A separate button links to the future Dealer Tools section.

3 This button links to details about Heritage Warranty.

4 Graphics depicting happy customers and a busy service department complement introductory text describing CSI Partners' mission to help dealers increase customer satisfaction. Graphics and text will provide links to benefits and other secondary pages within the site.



About CSI Partners | **Newsletters / Links** | **FAQs**

Dealers Tools

DENT ZONE
The Auto Body Guard

Auto Body Guard Links

- Auto Body Guard Warranty
- Dealer Benefits
- Participating Dealers
- FAQs
- Paintless Dent Repair by the DentZone Network

CSI PARTNERS

Name:

Email:

Send Me Information

The **Auto Body Guard Program** offers dealers a great combination of features:

- A high value product for your customers
- An affordable retail price relative to many aftermarket products
- High margins of 50% or better for the dealership

Better: Unlimited 3-Year Warranty (new and '98 or newer used)
[Learn More](#)

Good: 90-Day Limited Warranty
Generally provided at no cost to customer as a CSI item
[Learn More](#)

The Auto Body Guard Program is made available through a partnership among a group of superior companies who collectively possess tremendous resources and experience in providing the necessary pieces to support this innovative program.

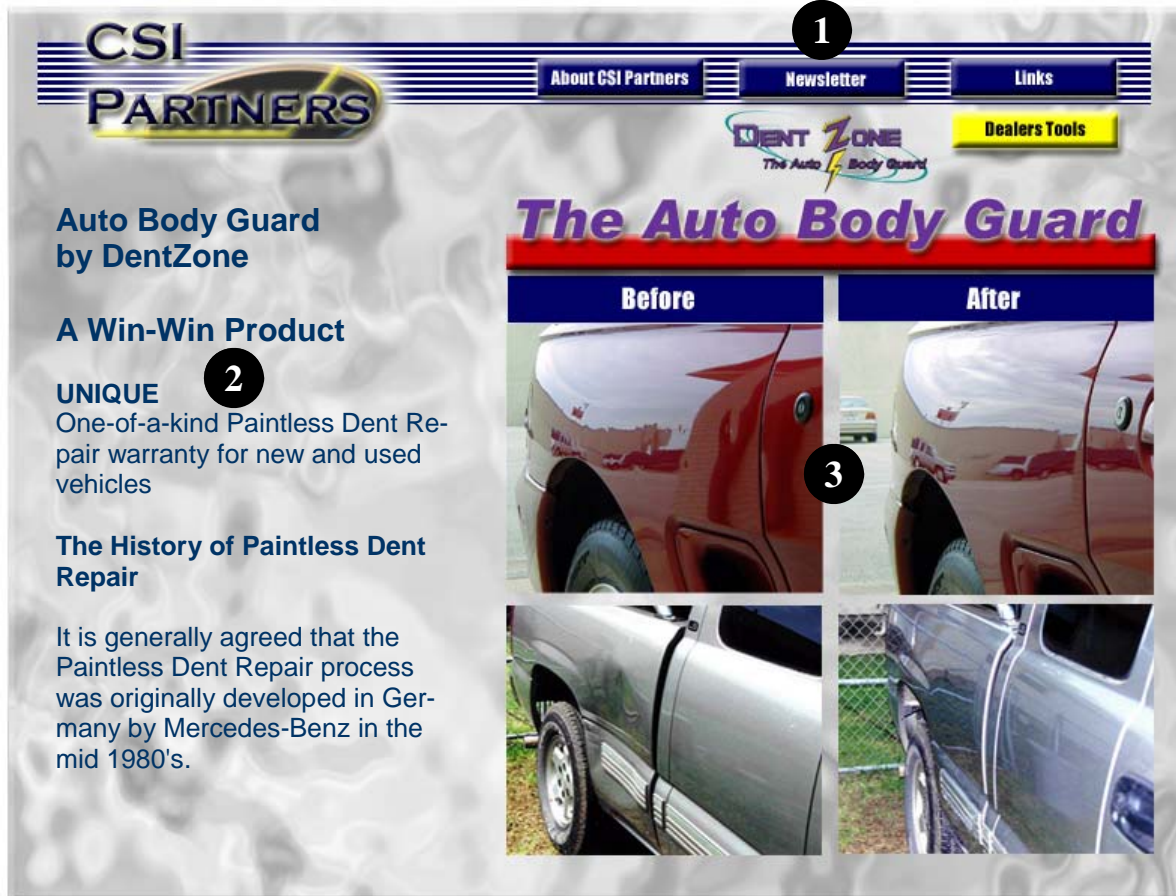


Offered by 600 dealers nationwide*

Sell-through rates of 40% and more

Dealers rave about the Dent Zone opportunity

Auto Body Guard Page



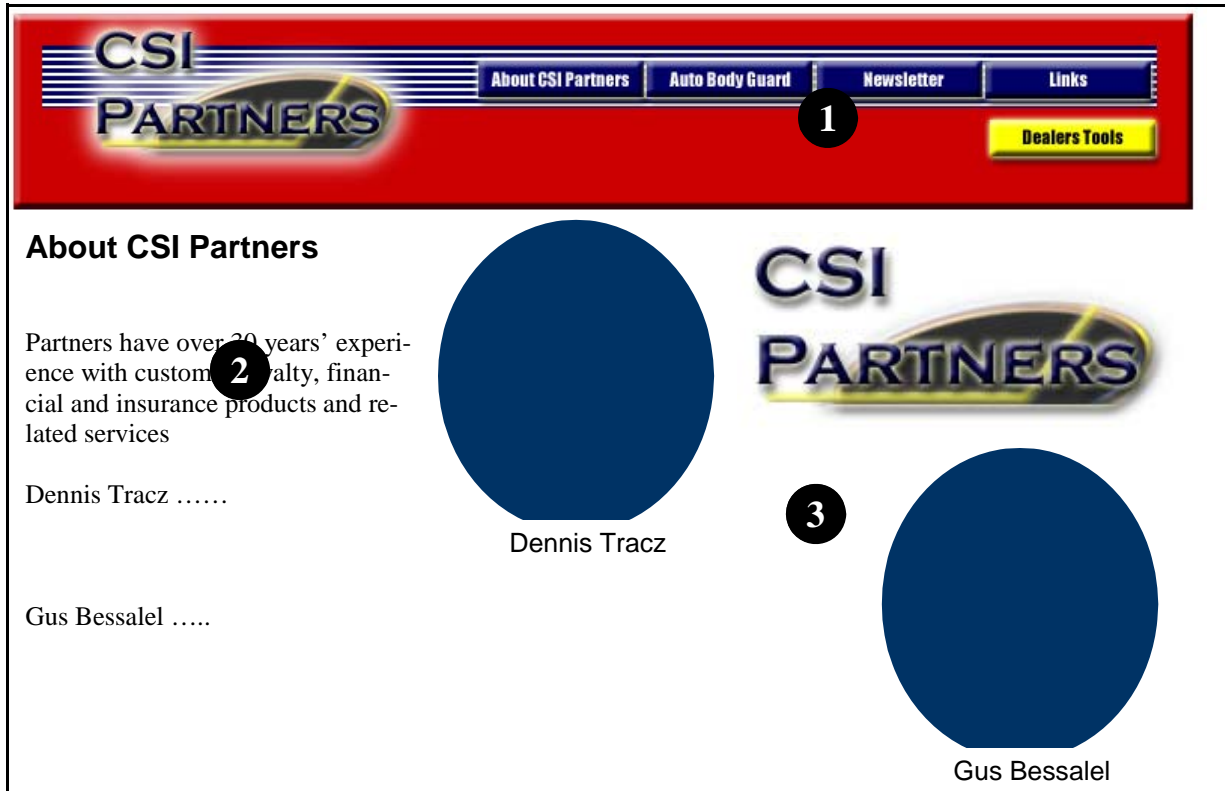
1 A navigation bar provides links to About CSI Partners, Auto Body Guard, Newsletters, and Links. A separate button links to the future Dealer Tools section.

3 Graphics show before and after photos using the Auto Body Guard product by DentZone.

2 The text will focus on the Auto Body Guard product and the history of paintless dent repair. Links within the text will lead potential customers to benefits to customers and dealers, details about DentZone and dentedimotors.com, the Heritage Warranty Insurance Company, and references.

About CSI

Other secondary pages (newsletters, list of newsletters, and links) will follow this basic design.



- 1 A navigation bar provides links to About CSI Partners, Auto Body Guard, Newsletters, and Links. A separate button links to the future Dealer Tools section.
- 2 Text contains biographical information about each partner.
- 3 Either separate photos of each partner will appear here or one photo of the partners complement the text.

Heritage Warranty



Heritage Warranty

Leading provider of automotive warranties and insurance products

1

Licensed insurance company domiciled in South Carolina

Reinsured by one of the world's largest reinsurance companies, an A.M. Best A++ rated carrier

NADA Member

2

Heritage Warranty Mutual Insurance Risk Retention Group is a licensed insurance company domiciled in South Carolina. The Company was created in compliance with the Federal Risk Retention Act of 1986 in order to provide insurance needs for automotive service contracts and related product liabilities. Heritage has been providing insurance and warranty products such as vehicle service contracts, extended warranty programs and over 200 other products and services since _____. The company maintains a reinsurance agreement with a national A++ rated company, a subsidiary of one of the world's largest insurance companies, with clients representing more than half of the Fortune 750.

Better: Unlimited 3-Year Warranty (new and '98 or newer used)

Recommended Retail: \$299 - \$399

[Dealers](#)

Good: 90-Day Limited Warranty

Generally provided at no cost to customer as a

CSI item



3

Photo of Heritage Warranty

Heritage Warranty Mutual Insurance
Lincoln, Nebraska




Program Re-Insurer: Munich Re., one of the world's largest insurance companies and an A.M. Best A++ rated insurance company.

Heritage Warranty

- 1** Introductory text describes Heritage Warranty. Bullets from the Power Point presentation provide visitors the opportunity to browse the text, while the full text from the operations manual provides greater detail.
- 2** The warranty is introduced here with links to the dealers' information in the dealers' only section and links to benefits, etc.
- 3** A photo of Heritage Warranty helps legitimize the company. A link to information about the company and its holdings will open in a new browser window so that visitors can easily return to the CSI Partners site.

The DentZone Network

Other secondary pages (benefits, comparison to Dent Wizard, and dentestimators.com) will follow this basic design.



About CSI Partners

Auto Body Guard

Newsletter

Links

Dealers Tools

The DentZone Network


Founded **1** Texas in 1991.

Over 12 years providing quality Paintless Dent Repair.

Network consists of more than 2,000 certified technicians.

Certification involves extensive experience and testing.

Dent Zone Network operates a network of Paintless Dent Repair technicians throughout the nation to service the needs of the Auto Body Guard Program. Dent Zone, founded in Texas in the early 1990s, has been providing quality paintless dent repair services for over a decade. The Dent Zone Network consists of hundreds of PDR companies and thousands of technicians who have been certified by Dent Zone's experts to ensure they have the proper experience and skills to provide high quality PDR service.



2

Offered by 600 dealers nationwide*

Sell-through rates of **3** 40% and more

Dealers rave about the Dent Zone opportunity

1 Bullets from the Power Point presentation are combined with full text from the operations manual provides greater detail about DentZone.

2 Photo of DentZone van and technicians.

3 Additional company information.

The page will also include links to the benefits to customers and dealers, the dealers' tools, Heritage Warranty, and CSI Partner pages.

Dealers' Tools

Secondary pages will follow the basic design of the preceding layout with a gold background in the masthead.



1 All pages in the Dealers' Tools section will display the toll-free Heritage Warranty customer service phone number.

2 Photo montage of Heritage Warranty, Dent-Zone, and Auto Body Guard.

3 Links to dealers' manual text.

4 Alternating photos and dealer logos.

Add-ons

Logo: The logo as shown in this concept is designed for web viewing. A printable version can be designed that will not include some of the gradients used in the web version.

Beveled backgrounds: The main pages and mast-heads shown in this concept include beveled edges that will require additional layout and scripting time to execute.

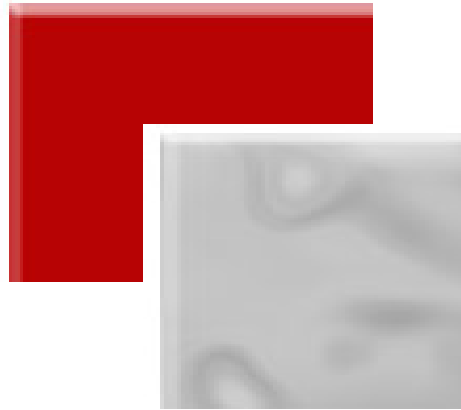
Animations: Creating changing images on the home page and the dealers' tools entry page were not included in the original estimate.

Service department photo: The photo used in the home page concept is available from PhotosToGo.com for \$26.00.

\$ 26.00

Dealers' Tools section: The original proposal did not include time to layout the dealers manual or FAQs

Writing & Editing: While most of the text is available in the Power Point presentation and dealers' manual some editing and writing may be required.



All prices shown here and in your proposal are estimates of the time required. Every effort is made to complete the project within the estimated time, but Site Schemes has no way of judging the precise time required.

Site Schemes charges by the hour, *not* by the job.