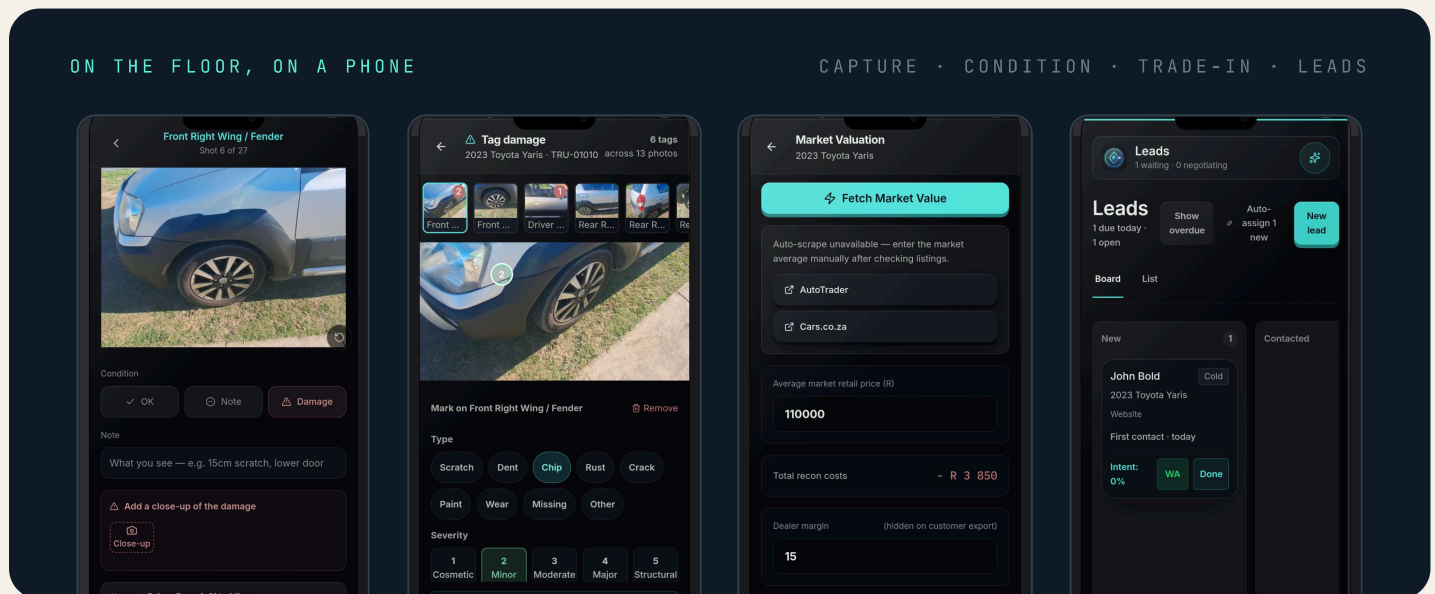


THE OPERATING SYSTEM FOR THE INDEPENDENT DEALER

Everything the floor does, in *one system*.

Capture the car, prove its condition, price the trade-in, run the deal and sell it on your own site — and let an assistant answer the leads that arrive after you've locked up. Built in Cape Town, running in real dealerships today.



LIVE DEALERSHIPS

3+

MODULES SHIPPING

11

DMS UPTIME

99.97%

TO GO LIVE

10d

ELEVEN MODULES • THREE LAYERS

Each part earns its keep alone. Together they *stop the double work*.

Capture feeds the condition report. The report feeds the appraisal. The appraisal feeds the DMS. The DMS feeds your website, and the website feeds the leads back in. Start with one module and add the rest when you're ready.

LAYER 01 Capture & condition

CAPTURE

TruLens

Walk around the car once. Guided shots, auto-cropped and branded, plus a 360° orbit buyers drag on the listing.

CONDITION • TRADE-IN

TruInspect

35 checkpoints, damage pinned to the photo it shows on, service book captured — and the trade-in tool lives here.

VALUATION

TruValue

Market retail against your condition-adjusted offer, with the gap explained. A branded report the customer signs.

LAYER 02 Operations & the deal

DMS

TruFlow

Stock, recon, deal jackets, invoices and the profit line in one place, with aging units flagged before they cost you.

LEADS • PRO AND UP

TruForms

Every enquiry fires straight to WhatsApp and into the DMS as a lead file. No inbox to watch, no lead left sitting.

AI

TruChat

Answers at 2am on WhatsApp and web. It only talks about stock you actually have, qualifies and books the drive.

LAYER 03 Shopfront, money & after hours

WEBSITE

TruShowroom

Your branded store — condition score, orbit and WhatsApp on every card.

MONEY • PRO +

TruRepay

The finance calculator built into the listing. Every sum is a qualified lead.

VIDEO

TruLive

A salesperson with a phone becomes a showroom for whoever is watching.

TRADE-IN • PRO +

TruTrade

TruLive inverted — the customer films their own car and gets a value over the phone.

VOICE • TOP TIER

TruVoice

The after-hours voice agent. It answers the dealership phone at 9pm and books the drive.

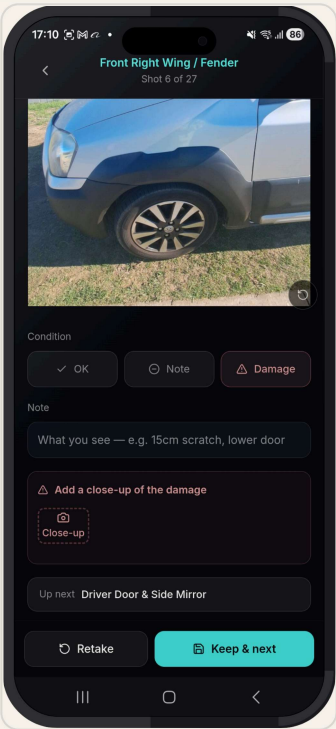
NO VAPORWARE

Every module in this brochure is running for a paying dealership right now — you'll see the real floor on the call, not a demo database.

WHAT YOUR TEAM ACTUALLY TOUCHES

One walk-around. Photos, condition and a price, *before the kettle boils.*

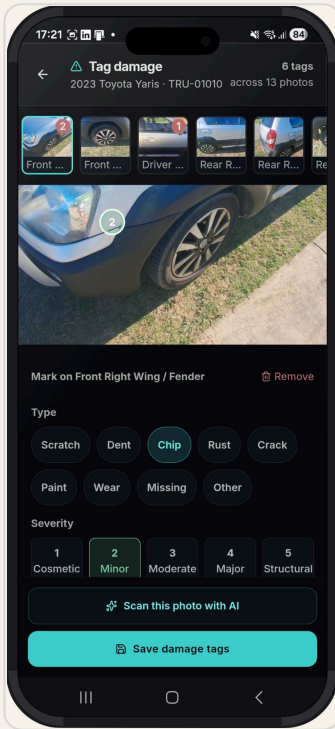
These are real screens from the app your salespeople will use — on their own phones, no training weekend required.



STEP 01

Shoot it properly

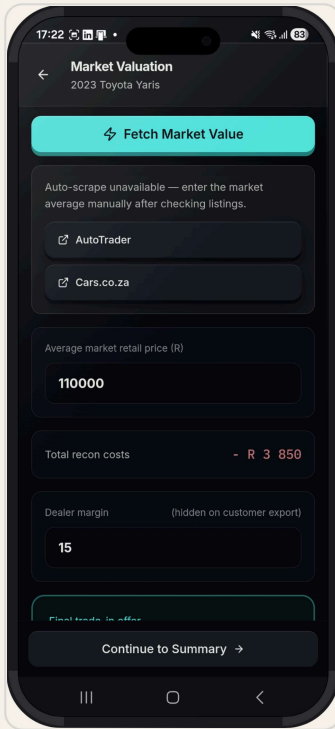
The app says where to stand for every shot and won't let the hero angle be skipped.



STEP 02

Tag the damage

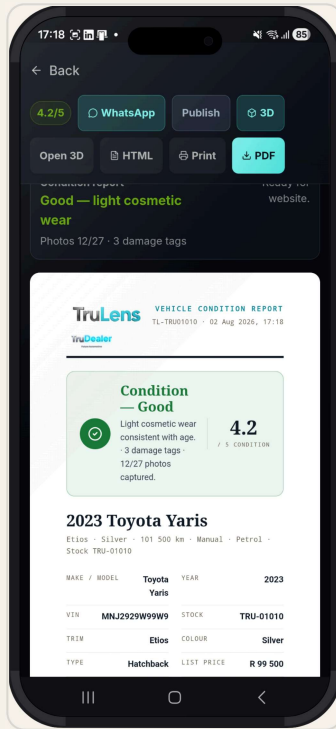
Type, severity and a close-up, pinned to the panel. Scan the photo with AI if you'd rather.



STEP 03

Price the trade-in

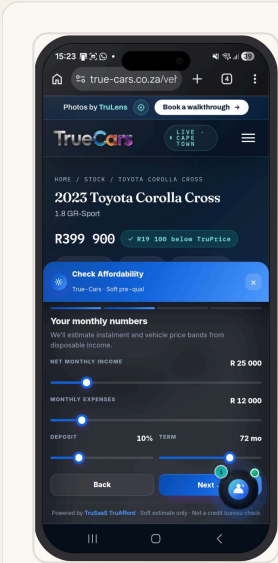
Fetch market value, subtract the condition, show the customer the working.



STEP 04

Send it anywhere

WhatsApp it, publish it, print it or hand over a branded PDF. Same record, one tap.



WHAT THE BUYER SEES

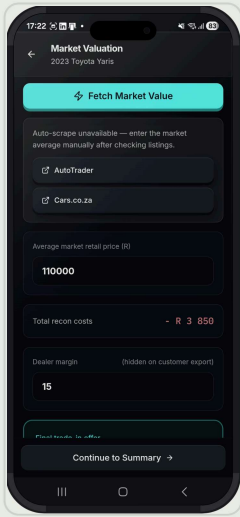
The work you did on the forecourt is the reason they call.

Your TruShowroom page carries the inspection score, the 360° orbit, the damage tags and a TruRepay affordability check — so buyers arrive already convinced instead of asking for more photos. Every calculation lands in TruFlow as a lead.

FOUR ADDITIONS • INCLUDED FROM TRUPRO UP

The lead never waits, and the trade-in *never needs a visit*.

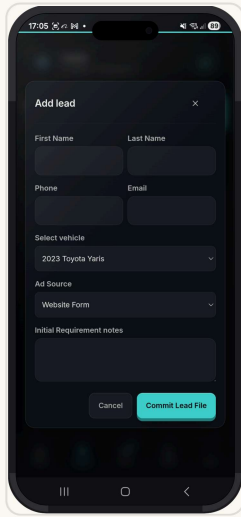
Same price, more stack. TruTrade, TruForms and TruRepay come with TruPro and above; TruVoice is on TruEnterprise.



TRADE-IN • PRO AND UP

TruTrade

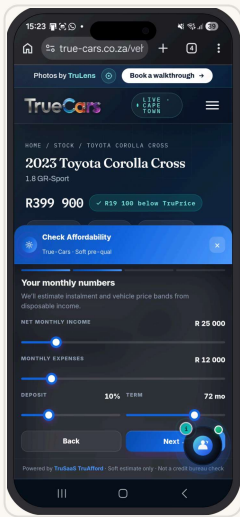
TruLive, inverted. Instead of you filming stock for a buyer, the customer points their phone at their own car and walks it with you on the line. You tag what you see, pull market value and give a real trade-in number over the phone — before they drive anywhere.



LEADS • PRO AND UP

TruForms

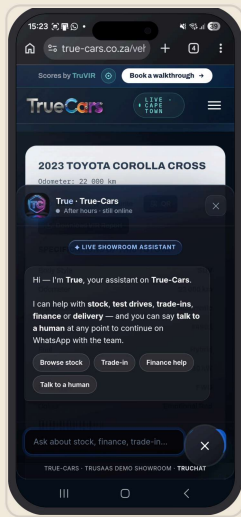
Every enquiry on your site fires two ways at once: a WhatsApp to the salesperson on duty, and a lead file in the DMS with the vehicle, the source and the notes already attached. Nobody watches an inbox, and nothing is retyped.



MONEY • PRO AND UP

TruRepay

The finance calculator built into every listing. Buyers set deposit, term and income and see the instalment for that exact car — and the moment they do, a qualified lead with their numbers on it drops into TruFlow.



VOICE • TRUENTERPRISE ONLY

TruVoice

The dealership's after-hours voice agent. It picks up the showroom phone at nine at night, talks about the stock you actually have, answers the obvious questions, qualifies the caller and books the test drive into the diary.

NO PRICE CHANGE

All four ship inside the tiers you already know. TruPro stays R 2,499 a month, TruEnterprise from R 4,500.

SETUP ONCE • PAY MONTHLY • CANCEL ANYTIME

One monthly price. No per-seat fees. *Leave whenever you like.*

Shown in Rand. USD and GBP on request. Sign within 48 hours of your demo and the setup fee drops by roughly half.

ENTRY

TruStart

R 1,299 /mo

Setup R 4,500 • R 2,500 within 48h of demo

TruShowroom — dealer website
TruFlow Light — stock portal, no unit cap
TruChat AI — WhatsApp + web
TruLens (1 user) + 360° orbit
TruInspect — inspections included
TruFlow Pro — deal jackets, F&I
TruTrade · TruForms · TruRepay

SINGLE ROOFTOP

GROWTH • MOST DEALERS

TruPro

R 2,499 /mo

Setup R 7,500 • R 3,750 within 48h of demo

Everything in TruStart
TruFlow Pro — full DMS, F&I, audit trail
TruValue — market-correct valuations
TruLive — video handover
TruTrade — trade-in over the phone
TruForms — leads to WhatsApp + DMS
TruRepay — finance calculator widget

20-80 UNITS A MONTH

SCALE

TruEnterprise

R 4,500 /mo+

Setup from R 15,000 • quoted after call

Everything in TruPro
TruVoice — after-hours voice agent
White-label deployment
Multi-branch + roles
Custom inspection templates
API access + integrations
Dedicated onboarding + SLA

GROUPS • BHPH • FRANCHISE USED

HOW YOU GET LIVE

STEP 01 • SAME DAY

A proper look

25 minutes on the live system that runs a real dealership, with your stock plugged in. No slide deck.

STEP 02 • DAYS 1-5

We build your version

Your logo, colours, domain and finance partners. You approve it on a real URL, on your own phone.

STEP 03 • DAY 10

You go live

Stock imported, team shown around, WhatsApp AI switched on and the leads start landing.

SIGN WITHIN 48 HOURS OF YOUR DEMO AND SETUP DROPS BY ROUGHLY HALF

Twenty-five minutes, on your own stock.

[Book now →](#)

STANDALONE MODULES

You don't have to take the whole thing *to start*.

STANDALONE

TruInspect

Inspections, trade-in appraisals and customer-facing reports. Take this one if you mainly need to prove condition and price trade-ins properly.

R 399 /mo + R 2,000 once-off setup

STANDALONE · WITH 360° ORBIT

TruLens

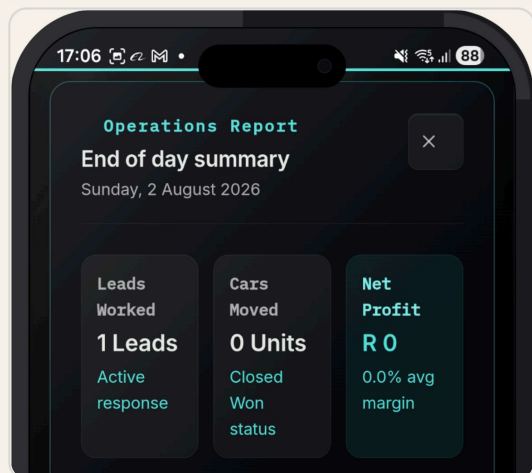
Guided capture, auto-cropping, instant web export and a 360° spin generated for every car on the floor — no turntable, no photographer.

R 399 /mo + R 2,000 once-off setup

EVERY MODULE, EVERY TIER

MODULE	TRUSTART	TRUPRO	TRUEENTERPRISE
Dealer website (TruShowroom)	Included	Included	White-label
Inspections (TruInspect)	Included	Included	Custom templates
Trade-in tool (inside TruInspect)	—	Included	Included
Guided capture (TruLens)	1 user	3 users	Unlimited
AI chat (TruChat)	Included	Included	Included
DMS — deal jackets, F&I	Light · stock portal	Full DMS	Full DMS
Market valuation (TruValue)	—	Included	Included
Video handover (TruLive)	—	Included	Included
Trade-in over the phone (TruTrade)	—	Included	Included
Leads to WhatsApp + DMS (TruForms)	—	Included	Included
Finance calculator (TruRepay)	—	Included	Included
After-hours voice agent (TruVoice)	—	—	Included
Multi-branch & API	—	—	Included
Support	WhatsApp	Priority WhatsApp	Phone + SLA

Month-to-month on Start, Pro and the standalone modules. Your data exports to CSV or Excel whenever you ask — it's yours.



BASED CAPE TOWN, ZA

UNDER TRUSAAS

BUILDING SINCE 2023

A NOTE FROM PAUL

I spent ten years selling into dealerships and watched good operators pay enterprise money for half-finished software. So we built the *other thing*: real tools, shipped quickly, priced like you'd want to be priced.

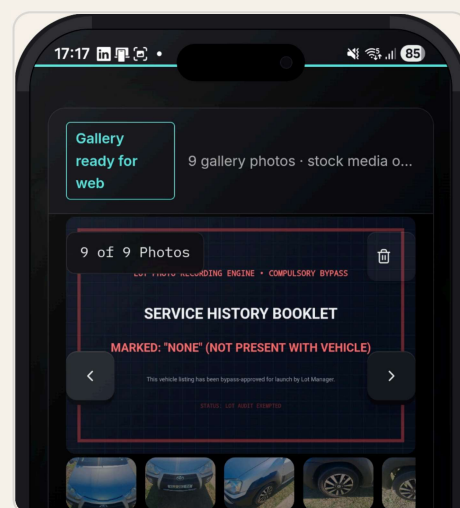
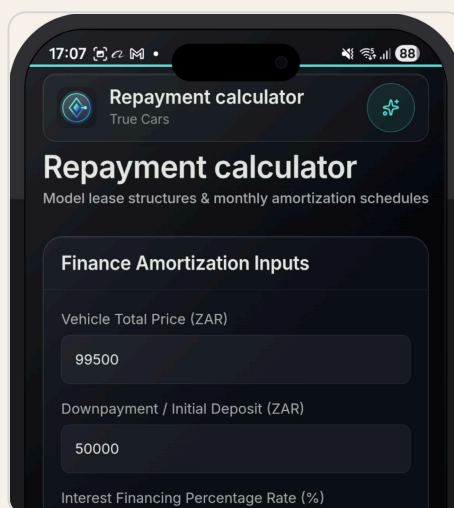
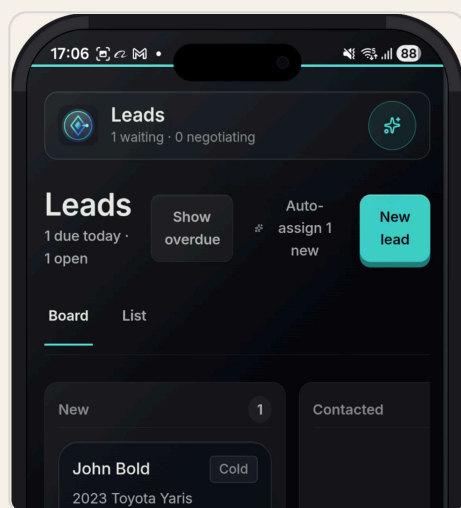
Paul de Beer FOUNDER • TRUSAAS

Every module in here started as something a dealer actually asked for. If it didn't move stock or save hours, it didn't get built. All of it is live for a paying dealership right now — you'll see the real floor, real leads and the real numbers on the call, not a demo database.

WHO IT'S FOR

Independent dealers who are done being sold *theatre*.

Single rooftops, small groups, franchise used departments, buy-here-pay-here. If you move 5 to 500 cars a month and want tooling that competes with the groups — without the per-seat fees, the year-long lock-in and the six-month rollout — this is it.



NEXT STEP

Twenty-five minutes, *on your own stock.*

A walkthrough on the live system that runs a real dealership, with your inventory, your currency and your finance partners plugged in. Sign within 48 hours and the setup fee drops by roughly half.

Book the walkthrough

cal.com/pgdebeer

Book now →

WHATSAPP · SOUTH AFRICA

+27 62 050 2091

Cape Town hours, plus weekends.

WHATSAPP · UNITED KINGDOM

+44 7476 995694

UK & EU — same team, same demo.

