

Motive Pricing



Motive Standard

\$1,799 ^{USD}

per month

You get

Website Platform
Page Builder
Quick Tags
Vehicle Badges
Banners
Overlays
SRP Buttons
Insights/Analytics
Inventory Exports
Embedded Support
<50k Monthly Traffic

Motive Pro

\$2,699 ^{USD}

per month

You get

Everything from Standard, plus:

Motive Trade
Motive Qualify
Deal Builder
Form Builder
Mega Menu
AI Bundle Included (\$2,644 value)
AI Chat
AI Search
AI Descriptions
AI Site Auditor
AI Page Generator
+ More
<100k Monthly Traffic

Motive Enterprise

\$3,799 ^{USD}

per month

You get

Everything from Pro, plus:

Group Inventory & Lead Routing
Advanced Lead Source Rules
Advanced Integrations
Copy & Transfer Pages from Site-to-Site
Audit Log
SSO (Microsoft)
Group Website
Super Page Templates
Super Banner Templates
Custom Form Builder
AI Bundle Included (\$2,644 value)
<200k Monthly Traffic
(then \$100/mo per overage)

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