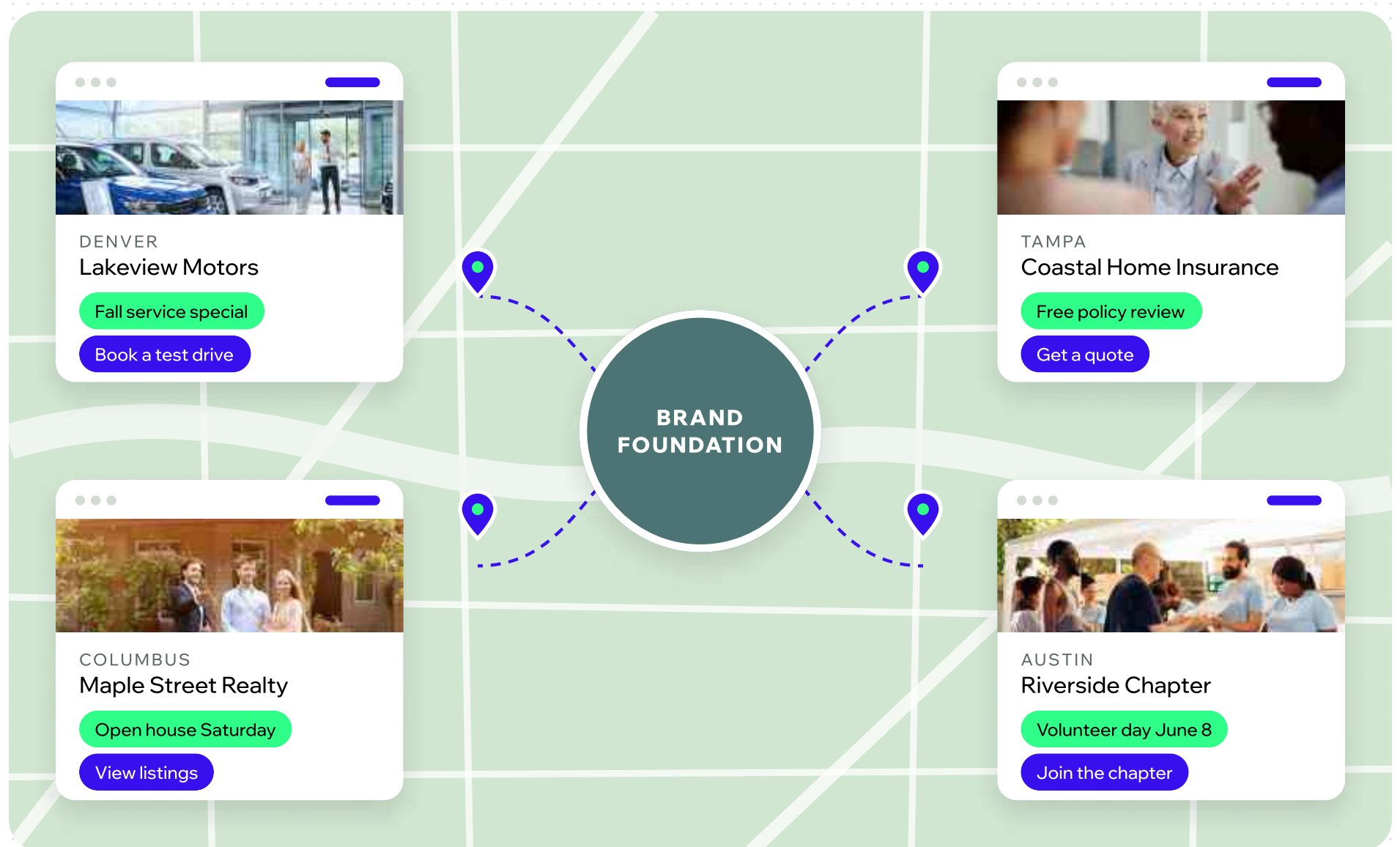


The Partner Website Blueprint

A practical guide to giving every dealer, franchisee, agent and chapter a professional website without asking any of them to become a webmaster.

What if every partner could have a great website without needing a webmaster?



Every partner needs a web presence. Not every partner has a webmaster.

Whether someone is researching a dealership, comparing insurance options or looking for a local service provider, the website often shapes their first impression. For corporate teams managing large partner networks, the challenge is making that experience consistent without asking every local partner to become a website expert.

Your brand shows up on websites you don't directly manage, but customers still associate those experiences with you. When a partner's website is slow, outdated or off brand, the parent brand absorbs the cost.



47%

of new auto and home insurance policies are now bought digitally

J.D. Power 2026 U.S. Insurance Digital Experience Study

83%

of car shoppers who already know what they want still visit the automaker's website

J.D. Power 2026 U.S. Manufacturer Website Evaluation Study

46%

of home buyers said their first step was looking online

NAR 2025 Profile of Home Buyers and Sellers

Why one-off partner sites don't scale

ONE-OFF PARTNER SITES



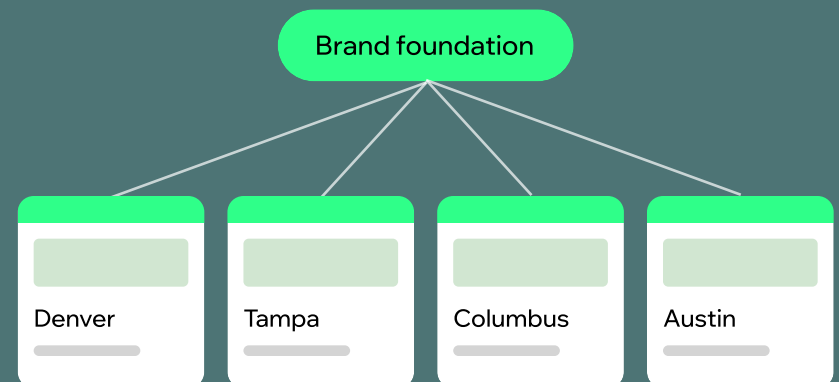
Networks are mostly small operators

The U.S. has 16,990 franchised new-car dealerships, and 90.7% of dealer operators own one to five stores. The same pattern holds across agencies, franchises and practices: few partners have a designer, a developer or the hours to keep a site current.

The challenge for local partners

Partners need more local customers and a site that reflects the quality of their business. They want control over their own content and promotions, and something easy to launch and update.

A PARTNER WEBSITE PROGRAM



Same layout and brand. Local names, photos and offers.

The challenge for corporate

Your brand shows up on websites you don't own or **directly manage**. Dealers, franchisees, agents and other partners may operate independently, but customers still associate their digital experience with your brand.

You need consistent branding, accurate information and visibility across the network, without taking over every local website. When partners build independently, the result can be fragmented design, outdated content and limited corporate oversight.

Partners already pay for websites elsewhere

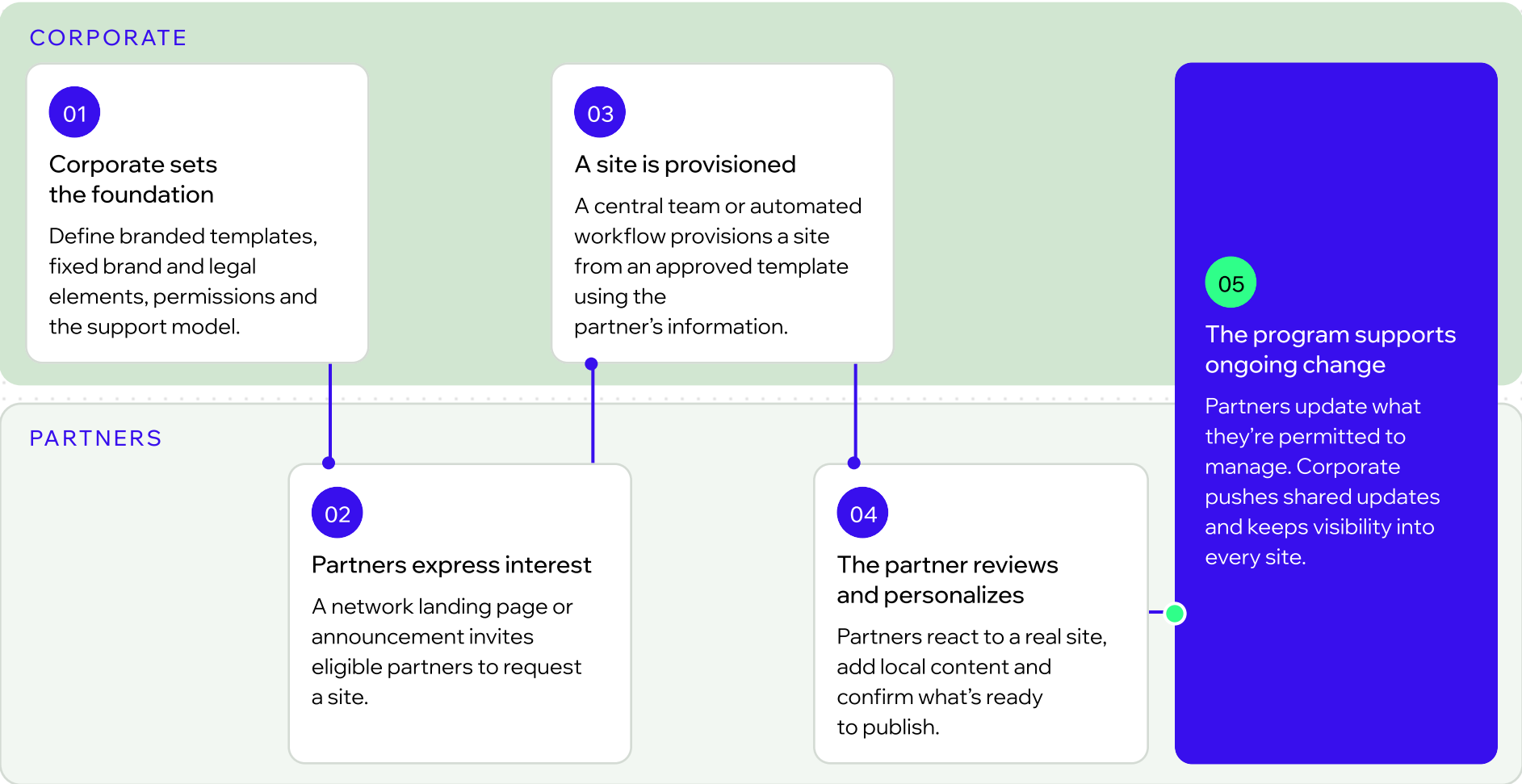
Many partners work with local agencies, freelancers and vertical website vendors, and many automakers already run certified dealer website programs. The budget exists. It's just fragmented.

The opportunity

Start every partner from an approved foundation and give each one room to make the site their own. The goal isn't thousands of identical websites. It's a repeatable program that makes a strong local site achievable.

How a partner website program could work

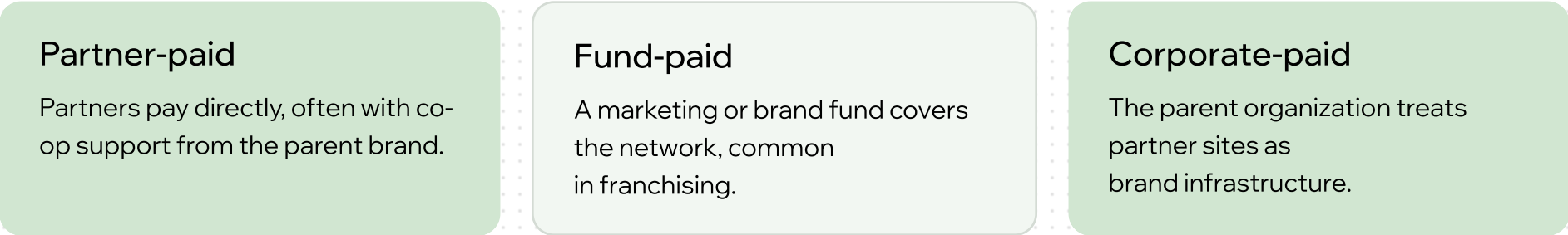
A repeatable model separates what corporate sets up once from what each partner does locally. The exact split varies by network.



Who owns what

Corporate owns	Partners own
Branded templates and the design system	Local services, team bios and hours
Fixed brand, legal and compliance content	Photos, reviews and community content
Roles, permissions and access	Local offers, events, bookings and forms
Shared updates published across the network	Updates within the sections they can edit

Three ways networks fund the program



This is an illustrative model. Template strategy, editing rights, provisioning and support should reflect your network.

A real-world model: from request to local website

A large membership organization needed to replace an aging website system used by its local chapters. Sites were inconsistent, the technology was difficult to scale, and many of the people managing them were volunteers with little technical experience.

The challenge wasn't simply building better websites. It was creating a repeatable way for thousands of local teams to get online while corporate maintained brand standards.

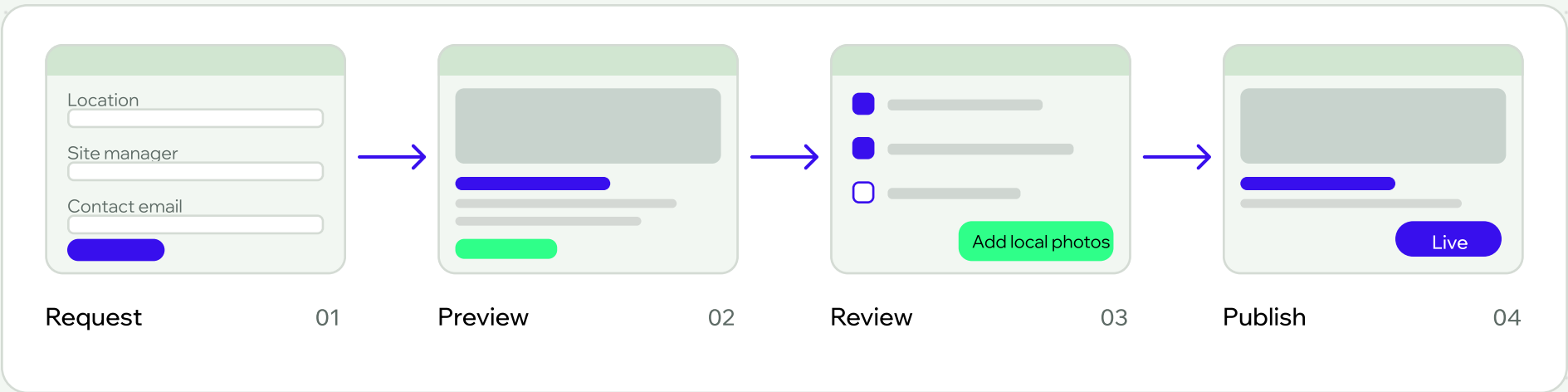
What the central team set up

A program landing page, a request form, a small set of branded templates, a provisioning workflow, permissions, training and user resources.

What a chapter did

Submitted a short form, reviewed a proposed site built from its own information, added local content and published.

Rather than asking every chapter to build a website, the organization created a central program that made getting started much simpler.



- A place to start: A dedicated resource page introduced the new website offering, explained how to participate and provided training and support.
- A ready-made foundation: Four approved templates and a provisioning workflow enabled sites to be prepared using the information submitted, with local teams reviewing and personalizing their sites.

- A simple request process: Chapters submitted their information through an application form, including location details and the person responsible for managing the site.
- Support beyond launch: Training sessions, a pilot webinar and a resource center helped local users learn how to manage their websites.

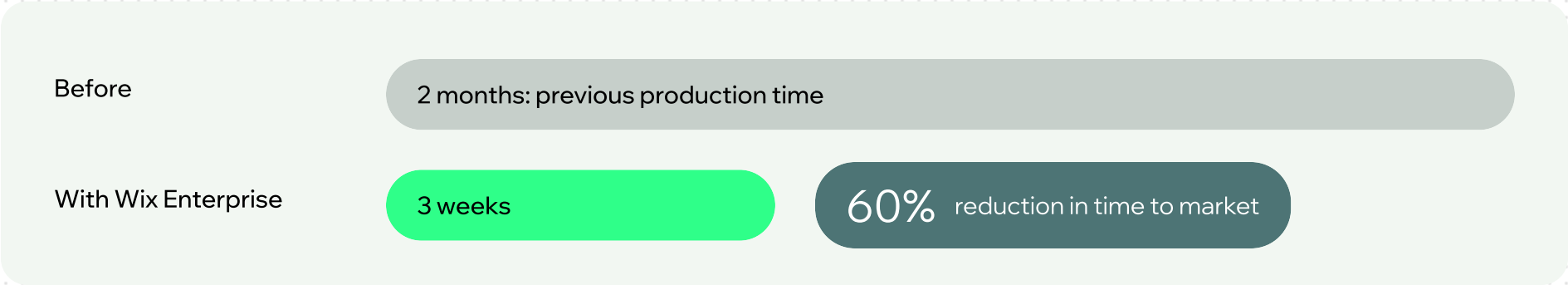
192 sites provisioned in three days

That provisioning sprint followed six months of planning, testing and collaboration. The lesson wasn't that launching a network requires no technical work. It was that investing in the foundation makes the experience far simpler for every local partner who follows.

60% faster site launches across dealers: the Sojitz story

As Sojitz Automobile Division expanded its dealership network, every new location brought another website to launch. With brands including BMW, Volvo and Maserati, and the addition of BYD in Japan, the pressure to move quickly was growing. But building custom sites took time, and developer resources were limited.

Working with Wix Enterprise, Sojitz moved away from a code-heavy process and gave its team a faster way to create and manage dealership websites. With a customized CMS and reservation system, the team reduced website production time from two months to approximately three weeks.



“Wix Enterprise has reduced our production time by more than half. What used to take 2 months now takes about 3 weeks.”

 | Itsumi Iwamochi, Lead Designer, Sojitz Automobile Division

What carries over to your network

- ↳ New partner sites start from a template instead of a fresh build.
- ↳ Routine content changes happen in the CMS, not in a developer queue.
- ↳ The same workflow repeats for every location, so the hundredth site is as straightforward as the tenth.

Source: Sojitz customer story, wix.com/studio/enterprise/sojitz.

Your partner website rollout starts here

Before launching across your entire network, start with a pilot. The goal is to validate the operating model, identify what partners need, and learn what corporate will have to support as the program grows.

01

Define your pilot group

Decide: Which partners should participate first? Consider different locations, technical abilities, languages and business needs.
Your output: A pilot group that reflects the variety of your network, not just your most digitally capable partners.

02

Establish the brand guardrails

Decide: Which elements must remain consistent, and where can partners personalize? Think logos, layouts, legal language, local offers, imagery and services.
Your output: An approved template and clear editing permissions.

03

Map the launch experience

Decide: How will partners request a site, provide information, review a draft and publish? Who handles provisioning, approvals and onboarding?
Your output: A repeatable launch process with named owners.

04

Plan ongoing operations

Decide: Who manages domains, shared updates, support, training and access? How will the program be funded?
Your output: A support and ownership model that can scale beyond the pilot.

05

Define what success looks like

Decide: What will tell you the model is working? Track partner participation, time to launch, support requests and whether partners can maintain their sites independently.
Your output: A small set of pilot metrics and clear criteria for expanding the program.

Start small. Build the process once. Improve it before scaling.

PILOT GROUP

DENVER
Lakeview Motors
Dealer Pilot

PORTLAND
Harbor Run Club
Club Pilot

TAMPA
Coastal Home Insurance
Agent Pilot

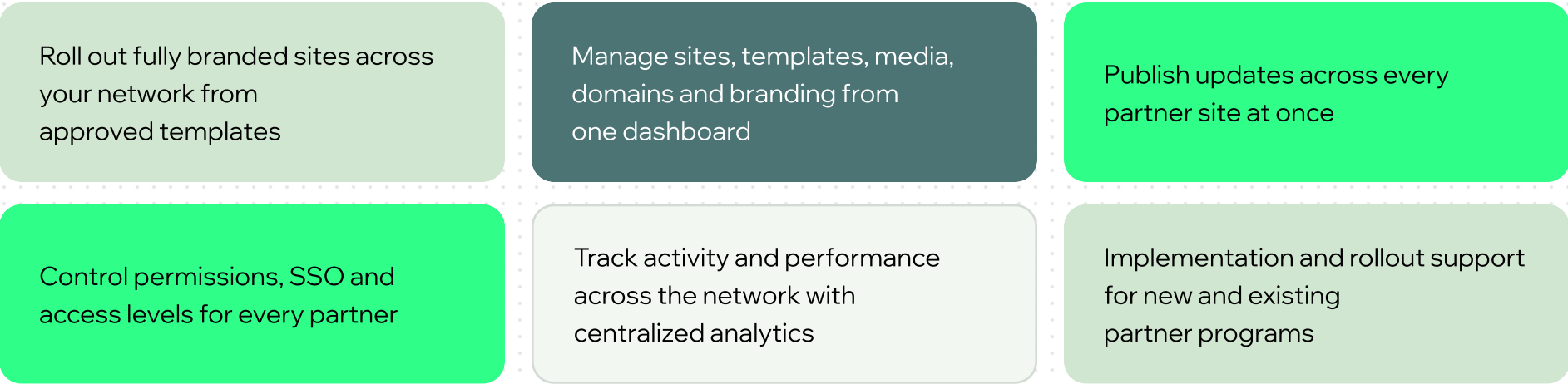
COLUMBUS
Maple Street Realty
Franchise

AUSTIN
Riverside Chapter
Chapter

Why Wix Enterprise

Wix has built and operated website technology since 2006. It’s the third most-used CMS in the world. Today, approximately 10% of the internet is built on Wix’s CMS platform, with more than 304 million registered users and nearly \$2 billion in annual revenue.

↳ Wix Enterprise gives distributed networks a shared foundation:



Corporate sets the templates, brand standards and permissions. Partners own their local content, offers and stories.

“We’re building a seamless experience for our agents by bringing our internal resources into one secure platform. Wix Enterprise gives us the security, scalability, and support to grow with our business.”

ONE Sotheby’s Realty

Explore the model for your network

Talk with Wix Enterprise about what a pilot could look like, from your first approved templates to partner onboarding and broader rollout.

Request a consultation with our team

Sources and methodology

- ↳ J.D. Power, 2026 U.S. Insurance Digital Experience Study, more than 11,500 customer evaluations, January to March 2026.

↳ National Association of REALTORS®, 2025 Profile of Home Buyers and Sellers, 6,103 primary-residence buyers.
- ↳ J.D. Power, 2026 U.S. Manufacturer Website Evaluation Study, Winter, 11,181 new-vehicle shoppers, October to November 2025.

↳ National Automobile Dealers Association, NADA Data 2025.

Evidence standard: This guide combines independent consumer and industry research with an anonymized customer program account and a published customer story. Research figures come from organizations that don’t sell website or content management platforms. It was developed with generative AI assistance and is not primary research. The operating model is illustrative and should be adapted to each network.