

# Trade Premium

Prepared for: Subaru

TRADEPENDING

## Automotive industry's highest ROI website conversion tool for trade-in leads and inventory sourcing

### BENEFITS

#### Highest ROI Web Conversion Tool

Trade converts your website traffic to leads more effectively and affordably than any other solution in the market today. **Trade-in leads typically grow 300-400%.**

#### Inventory Sourcing

Configure the factors that influence a trade-in range to align with your sourcing strategy.

#### Increased Gross/Net

Configure your trade-in ranges to be conservative or aggressive based upon your playbook, resulting in more gross on vehicles acquired and sold.

### KEY DIFFERENTIATORS

**Real-Time, Local Market Data** - Values are localized to your dealership, not to book values or irrelevant national averages.

**Hot Leads Report** - Do you know who keeps revisiting your site and which vehicles they're browsing? We do. We deliver these high closing percentage leads to you on a silver platter daily.

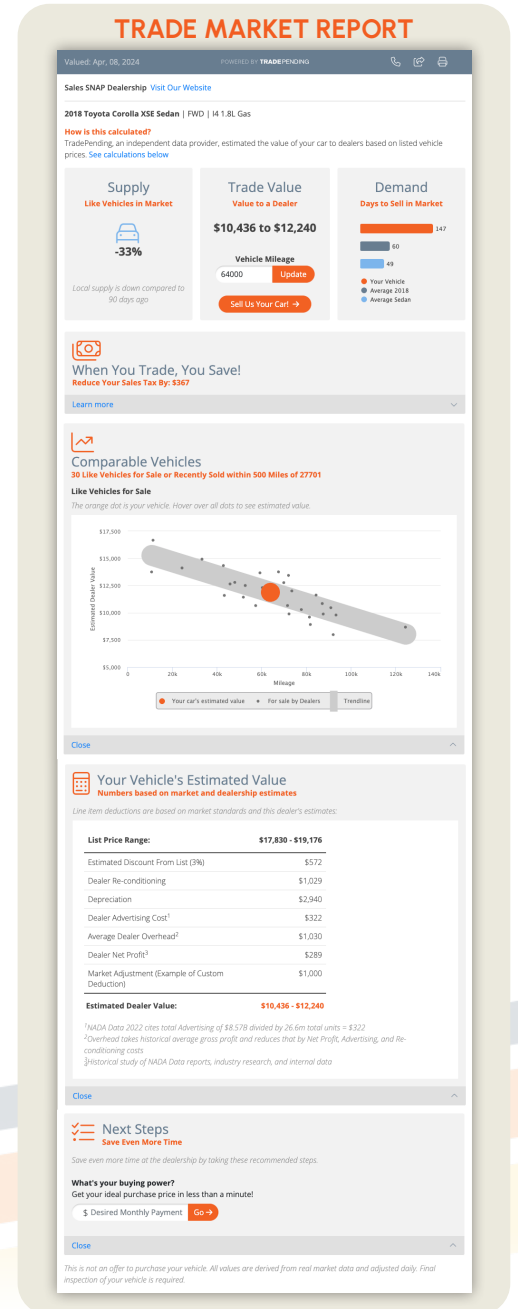
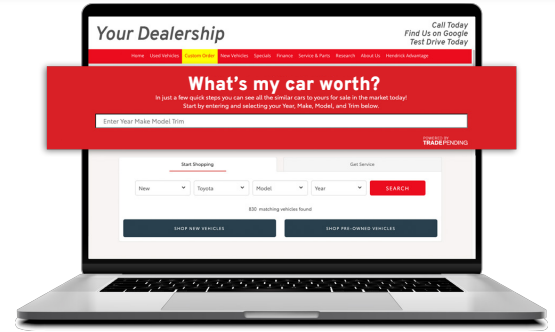
**Value Watch** - Trade leads are automatically subscribed to Value Watch (purchased separately) to receive automated monthly texts and emails of their vehicle's value.

**Video** - Customers can take a video of their vehicle, creating super leads and setting realistic expectations on vehicle condition.



**"We have received more leads in the first month with TradePending than we had in the last 3 with KBB."**

— Chris Johnston, General Manager, VW of Duluth



Trusted by over 6,000 franchise dealerships



## Automotive industry's highest ROI website conversion tool for trade-in leads and inventory sourcing **PLUS**

### ADDED BENEFITS

#### Hot Leads Reports

Do you know which leads re-visits your site & which vehicles they browse? We track & deliver these high closing percentage leads daily.

#### VDP View History

See a lead's vehicles of interest to know their preferences. Be prepared with the right inventory to have better conversations.

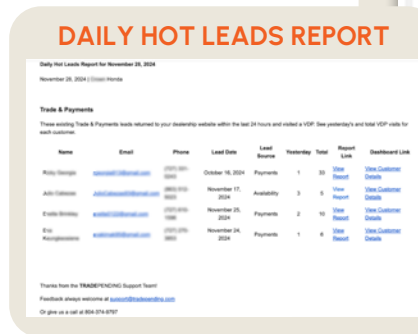
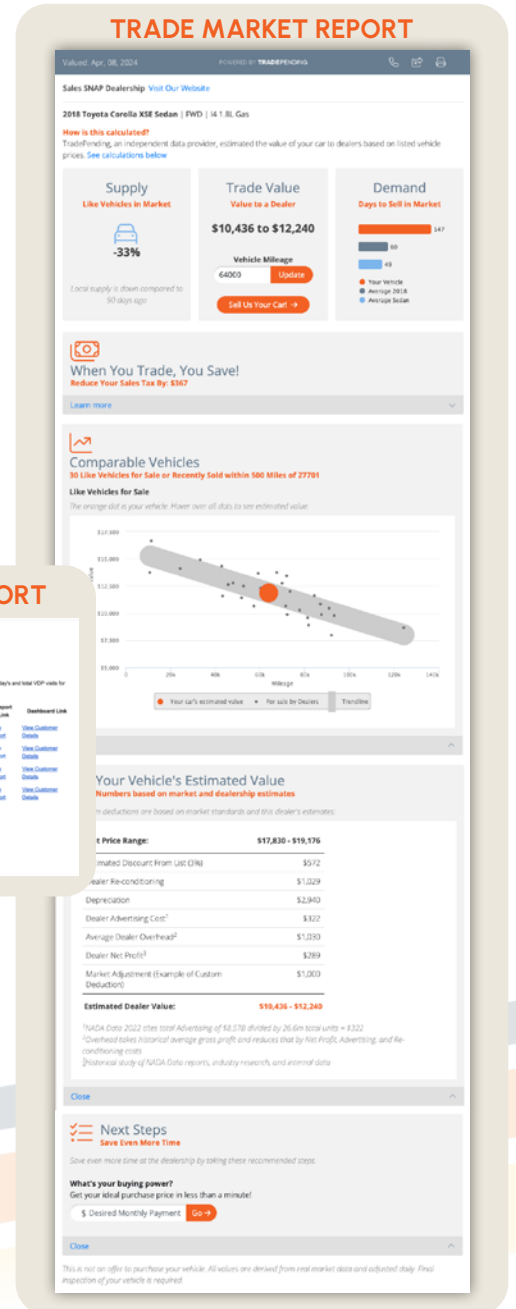
#### Information Verification

Keep sales team focused with verified leads. Our phone/email verification delivers trade-in value to consumer's phone/inbox, reinforcing your relationship.

### KEY DIFFERENTIATORS

**Real-Time, Local Market Data** - Values are localized to your dealership, not to book values or irrelevant national averages.

**We Don't Compete With You** - We only work with dealers, never your customers. We don't compete with you for consumer attention, and don't resell your leads to your competitors.



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# Offer

Prepared for: Subaru

## Find more motivated shoppers with our configurable single price offer solution.

### BENEFITS

#### Keep Website Conversions High

Integrated directly into Trade, capture contact information early while more motivated shoppers move closer to purchase.

#### Adapts to Your Sourcing Strategy

Out-manuever your competition with customizable questions and deductions, optimizing your inventory sourcing strategy.

### KEY DIFFERENTIATORS

**Customizable Questions** - Use our default list of questions to help a consumer value their trade-in, or create your own. This ensures values will be accurate in your local market.

**Local Market Data** - Each trade-in report is localized to your dealership, rather than pulling in national averages that don't reflect your market's reality.

**Flexible & Customizable** - You have total control over where Offer lives on your website, how aggressive your values are, and its design.

**Value Watch** - Trade builds your Value Watch subscriber base automatically, allowing for re-targeting and retaining customers.

**Video** - Customers can take a video of their vehicle, setting realistic expectations on vehicle condition.



"If we couldn't customize the questions we ask consumers, nor the deductions related to those questions, we wouldn't be seeing these results. Offer is an excellent product."

— J.F. Alexander McQueary - GSM Hubler Ford Franklin

## TRADE PENDING

### EASY CONSUMER PROCESS

Valued: Apr, 08, 2024 POWERED BY TRADE PENDING

Sales SNAP Dealership Visit Our Website

2018 Toyota Corolla XSE Sedan | FWD | 14 1.8L Gas

**How is this calculated?**  
TradePending, an independent data provider, estimated the value of your car to dealers based on listed vehicle prices. See calculations below

<b>Supply</b> Like Vehicles in Market -33%	<b>Trade Value</b> Value to a Dealer \$10,436 to \$12,240 Vehicle Mileage: 64000 Update	<b>Demand</b> Days to Sell in Market 147
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Local supply is down compared to 30 days ago

Sell Us Your Car →

**Find your sell price now →**

**When You Trade, You Save!**  
Reduce Your Sales Tax By: \$367

Learn more

**Comparable Vehicles**  
30 Like Vehicles for Sale or Recently Sold within 500 Miles of 27701

**Like Vehicles for Sale**  
The orange dot is your vehicle. Hover over all dots to see estimated value.

**Your Vehicle's Estimated Value**  
Numbers based on market and dealership estimates.

List Price Range: \$17,830 - \$19,176

Estimated Discount From List (3%)	\$572
Dealer Re-conditioning	\$1,029
Depreciation	\$2,940
Dealer Advertising Cost <sup>1</sup>	\$322
Average Dealer Overhead <sup>2</sup>	\$1,030
Dealer Net Profit <sup>3</sup>	\$289
Market Adjustment (Example of Custom Deduction)	\$1,000
<b>Estimated Dealer Value:</b>	<b>\$10,436 - \$12,240</b>

<sup>1</sup>NADA Data 2022 cites total Advertising of \$8.57B divided by 26.6m total units = \$322  
<sup>2</sup>Overhead sales historical average gross profit and reduces that by Net Profit, Advertising, and Re-conditioning costs  
<sup>3</sup>Historical study of NADA Data reports, industry research, and internal data

1 2 3 4 5 6 7 8 9 10

Back

What condition is the vehicle exterior?

1: Major dents, dings, scratches, paint fading and peeling 10: No dents, dings, or scratches. Paint looks great. peeling

Next →

Valued: Dec, 30, 2022 POWERED BY TRADE PENDING

Congratulations! You can sell your vehicle for this amount today!

**John Smith**

Sales SNAP Dealership presents to you an offer in the amount of

**\$11,580**

2018 Toyota Corolla XSE Sedan | FWD | 14 1.8L Gas  
Mileage: 50,000 miles

All Sell Now Certificates are good for 3 days and then permanently expire. A new certificate will be generated for you.

Trusted by over 6,000 franchise dealerships

