Trade Premium Prepared for: Subaru

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

Your Dealership What's my car worth?

TRADE MARKET REPORT

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90 days ago	Sell Us Your Car! →	 Average Sedan
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When You Trade, You Reduce Your Sales Tax By: \$367	a Save:	
Learn more		
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Comparable Vehicles		
30 Like Vehicles for Sale or Recentl	ly Sold within 500 Miles of 27701	
Like Vehicles for Sale		
The orange dot is your vehicle. Hover ov	er all dots to see estimated value.	
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TRADE PENDING

TRADEPENDING



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.



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

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- Chris Johnston, General Manager, VW of Duluth



TRADE MARKET REPORT

	Sales SNAP Dealership Visit Our Websit		
	2018 Toyota Corolla XSE Sedan FWD	14 1.8L Gas	
	How is this calculated?		
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		\$10,436 to \$12,240	60
	-33%	Vehicle Mileage	49
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MORGAN





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Offer Prepared for: Subaru

TRADEPENDING

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-maneuver 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

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EASY CONSUMER PROCESS

