

# Offer

Prepared for: Maserati

## 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.



"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

## TRADEPENDING

### EASY CONSUMER PROCESS

Valued: Apr. 08, 2024 POWERED BY TRADEPENDING

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.

**Supply**  
Like Vehicles in Market

-33%

Local supply is down compared to 90 days ago

**Trade Value**  
Value to a Dealer

\$10,436 to \$12,240

Vehicle Mileage: 64000 Update

Sell Us Your Car! →

**Demand**  
Days to Sell in Market

147

60  
49

● Your Vehicle  
● Average 2018  
● Average Sedan

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.

Close

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

Line item deductions are based on market standards and this dealer's 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 takes 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

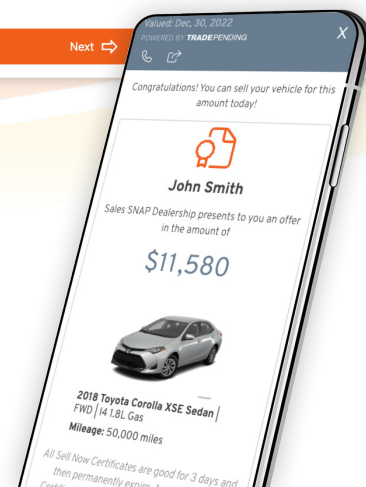
1 2 3 4 5 6 7 8

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.

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