

## 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.

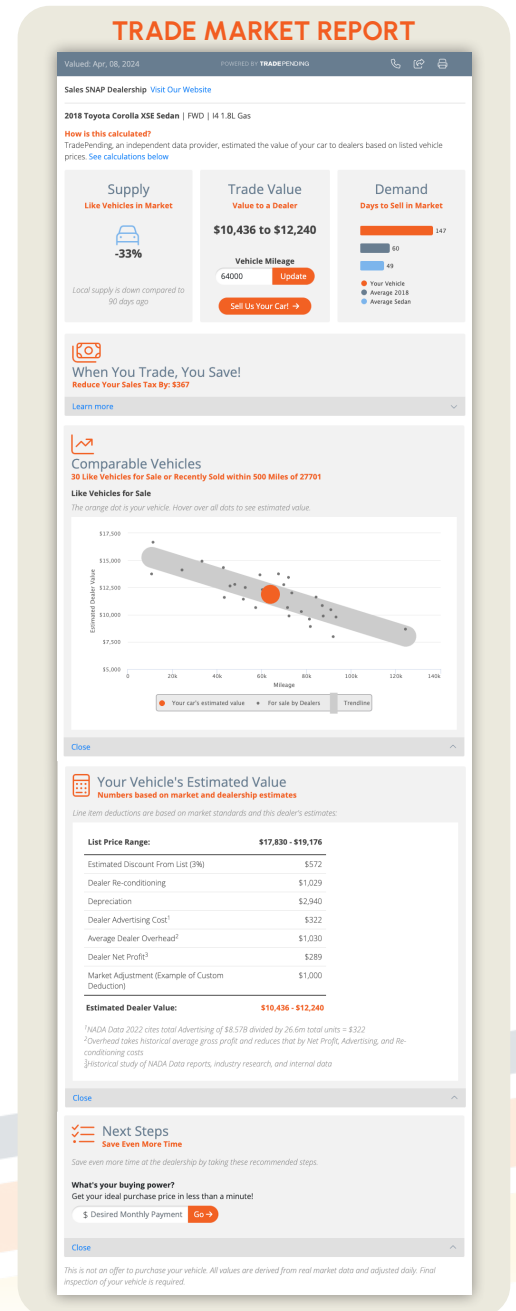
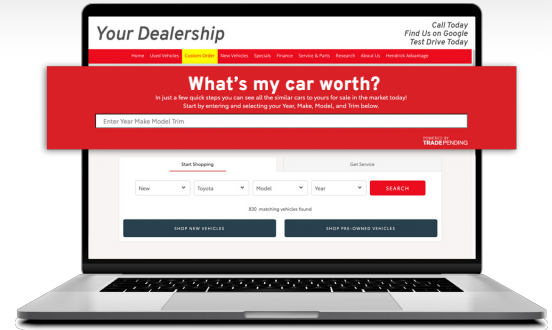
**Hot Leads Report** - Do you know who keeps revisiting your site and which vehicles they're browsing? We do. We deliver these high closing percentage leads to you on a silver platter daily.

**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."**

— Chris Johnston, General Manager, VW of Duluth



## Trusted by over 6,000 franchise dealerships

