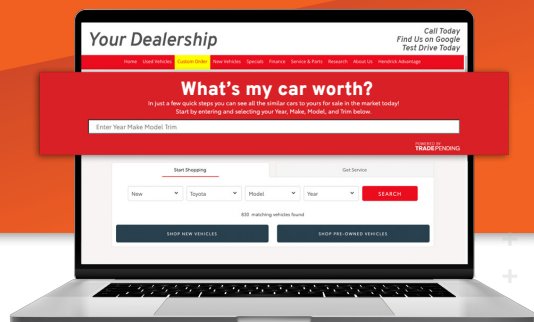


# TRADEPENDING

Trade  
Trade+ with Offer

Automotive industry's highest ROI website conversion tool perfectly paired with our configurable single price offer solution.



## Trade

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.

## Trade+ with Offer (Benefits above included)

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.

Customizable  
Questions

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

Keep Website  
Conversions High

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

*"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

Trusted by over 5,000 franchise dealerships