

CUSTOMER SUCCESS STORIES

TRADEPENDING *Trade*



BOB MORAN'S
Acton ...of Littleton
TOYOTA

JUSTIN BRUN

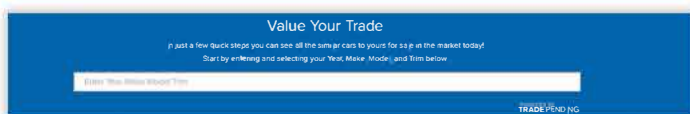
// Acton Toyota of Littleton - Director of Marketing and E-Commerce

// Dynamic Beacon - Co-Founder

Justin started at Acton in 2005, and has seen just about everything when it comes to digital marketing. In addition to his role at Acton, he sees and advises on the marketing strategies and tactics for over 50 other dealerships as a co-founder of Dynamic Beacon.

"I've seen all the tools available for dealership websites, and Trade is "hands down" the simplest and most effective product for conversion and lead generation".

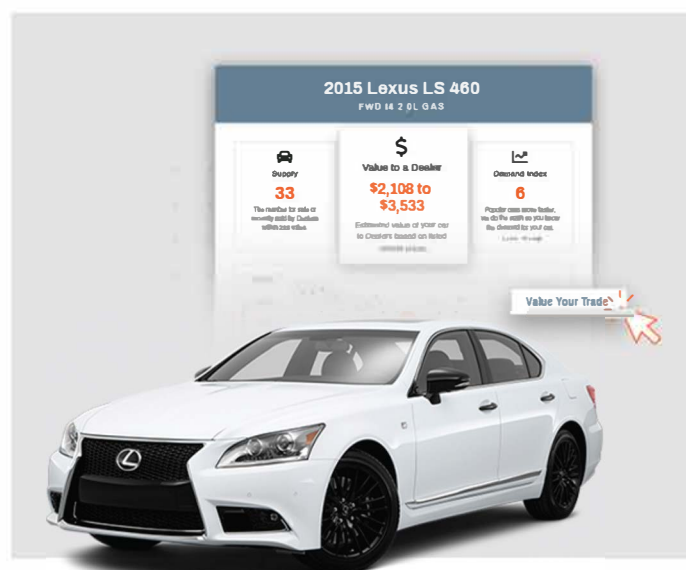
Justin first signed up for TradePending's Trade trade-in tool in 2016. *"I first thought to myself, "Why do we need a trade widget on our home page", but I was quickly blown away with the quality and quantity of leads Trade was generating".*



Since then, *"It's easily the highest ROI solution for any dealer's website in the last 15 years. Trade is a tireless workhorse for generating leads for our sales teams".*

Acton Toyota leverages Trade beyond their web-site. *"We've incorporated Trade into numerous marketing campaigns. People respond very well to emails inquiring about acquiring and valuing their trade, so we make effective use of this technique".*

As with all new and current customers, TradePending's team works to ensure that we optimize Trade across a dealer's website. *"The installation team is great about ensuring that Trade is everywhere on our sites. Accessibility and ease-of-use are key for the consumer, and it couldn't be any better".*



When comparing Trade to other tools in the market, *"There's just no comparison", says Brun. "There's nothing that even comes close to competing with Trade for lead volume and return-on-investment."*

What is Trade?

Brilliant in its simplicity, Trade easily embeds throughout your website to power trade-in valuations. Consumers get lightning fast market data to value their trade-in, whether on desktop or mobile. Your dealership gets more leads and sources more inventory than ever before, powered by the industry's most sophisticated valuation methodology. Trade will quickly become the #1 or #2 highest ROI solution in your digital marketing plan.

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PETER DEISER

// Director E-Commerce

// Ed Morse Automotive Group

Once dealers experience working with TradePending and Trade, their whole perspective on trade-in leads and website conversion changes.

As Peter says, "After years of following the OEM herd, I was introduced to Trade, by TradePending, and I was hooked! We were happy to see our trade leads literally double when we added Trade to all our sites".

One of the most powerful features of Trade is the ability to control the trade-in ranges and fees in the market report. This is especially true during any kind of market volatility.

"The price range provided is perfectly controllable with the adjustable recon expenses by brand or market, and the numbers are spot on. The range is narrow enough to make our clients comfortable with the trade value, yet wide enough to allow our appraisers the necessary leeway to make the deal and still not disappoint the client. It is very rare that our actual appraised value is not within the Trade range provided."

One of the reasons Trade doubles and triples lead volume is because it's so simple for consumers to use, especially on mobile devices. Within ten seconds or less, consumers have access to their trade-in report, versus other solutions which can take minutes, killing conversion rates.

"The intuitiveness of the platform was a game-changer in the industry; many trade tools have since tried to copy it."

The return-on-investment of Trade makes it a must-have for any dealer. *"I am a HUGE fan of Trade! It's one of a very few "no-brainer" products that we implemented years ago and still use today."*



JIM CONGDON

// Burritt Motors

When customers work with TradePending and Trade, they do so knowing that the best technology and product trumps a big brand name any day of the week.

"The fact that TradePending isn't some huge cookie-cutter brand is a huge plus. Customers accept Trade and trust it more. They see they're going to get accurate values, not some lowball number controlled by a corporate decision maker."

"When our shoppers have greater trust in the trade-in form, they give us more valid contact information. We get fewer fake emails and phone numbers with Trade."

Trade's flexibility to integrate into other platforms, such as Facebook, also provides new campaign opportunities.

"Through Trade's Facebook integration, we source trade-in leads via Trade directly from Facebook. It's a slick solution."

And while there are free solutions out there, or solutions that come bundled with for "free" with other products, the ROI on Trade still makes it a "no-brainer" decision.

"One of our sister stores still uses one of the free trade-in tools, just because it's free. They don't come anywhere close to closing as many deals as we do with TradePending."