



Created for KIA

trade+

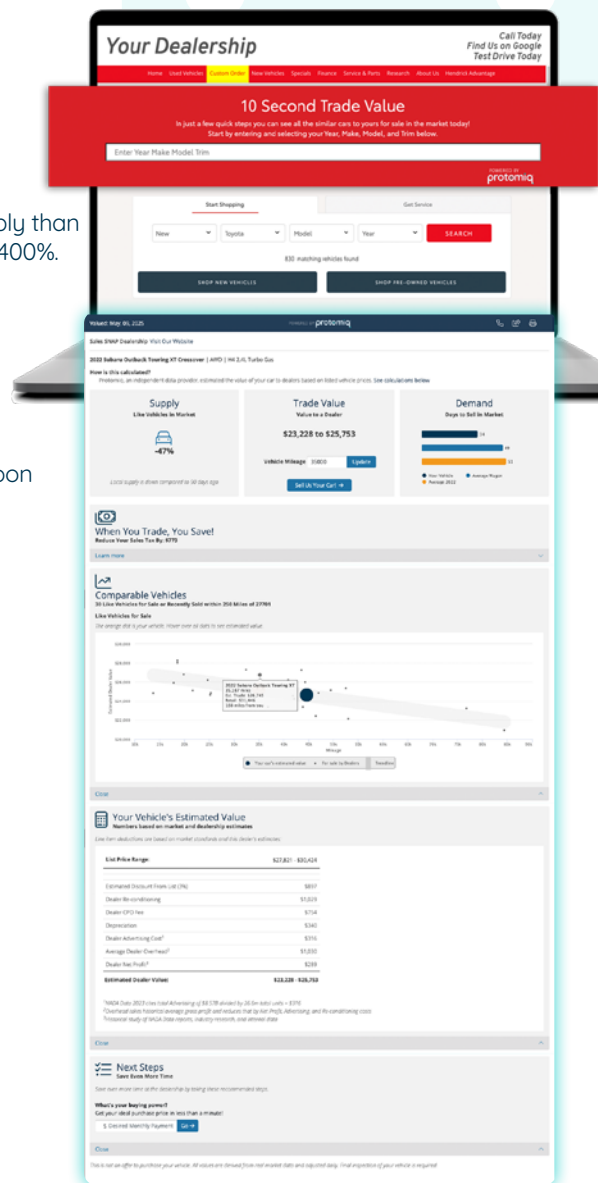
Automotive industry's highest **ROI website conversion tool** for trade-in leads and inventory sourcing

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 Protomiq than we had in the last 3 with KBB."

Chris Johnston, General Manager, VW of Duluth

Trusted by thousands of franchise dealerships, everyday.





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offer

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-manuever 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.

Easy Consumer Process

What is this calculation?

Supply
Like Vehicles in Inventory
-47%

Trade Value
Value to a Dealer
\$23,228 to \$25,753

Demand
Drops to Sell in Market

When You Trade, You Save
Reduce Your State Tax By \$773

Comparable Vehicles
All like vehicles for sale on Thursday last within 200 miles of 27711

Your Vehicle's Estimated Value
Based on market and dealership estimates

Like Price Range	Value
Estimated Discount From List Price	\$837
Dealer Fee Contingency	\$1,029
Dealer CPD Fee	\$754
Preparation	\$582
Dealer Advertising Cost	\$716
Average Dealer Overhead	\$1,830
Dealer Fee Total	\$5,756
Estimated Dealer Value	\$19,208 - \$20,719

Next Steps
Save Space While We Trade

What's your biggest concern?
Get your used purchase price in less than a minute!

What condition is the vehicle exterior?

1: Major dents, dings, scratches, paint fading and peeling 10: No dents, dings, or scratches. Paint looks great.



"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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payments

5x Your Website Leads

Our payment solution captures consumer interest early in their buying journey with a 30 second (not a 30 minute) process.

Benefits

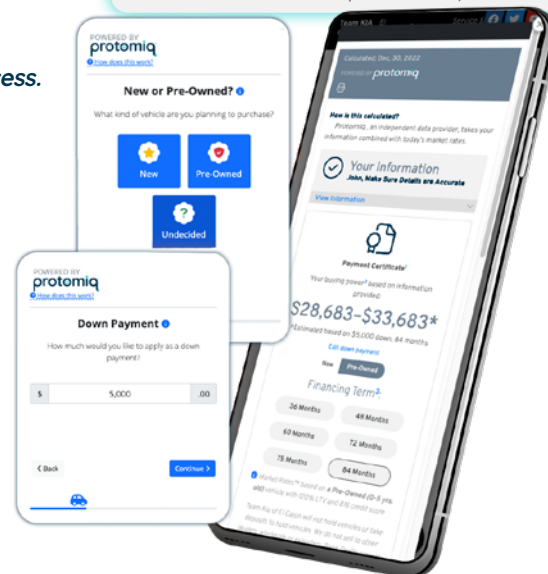
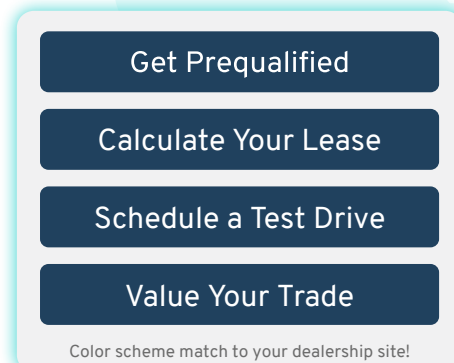
- 
Get More Leads, Sell More Cars
 Our unique process gives your shoppers multiple ways to be converted in to a lead. Especially on mobile, **we WILL be your #1 website lead conversion tool.**
- 
Better Quality Leads
 A first-party Payments lead will have 4X more information than a third-party source or typical website submission, creating better conversations, more appointments, and higher closing ratios.
- 
Fully Configurable
 Payment amounts, ranges and types including finance terms, underlying interest rates, interest rate calculations, minimum amount financed, trade values and specific dealer disclaimer for pricing are all configurable so **you're never boxed into a corner and are always in control of the process.**

Conversion Powerhouse

- 
Streamlined Process
 Makes Payments your #1 ROI site traffic conversion product... every time.
- 
Fast, Easy, and Fun
 Shoppers finish the Payments process at a 25-30% rate!
 Compare that to your digital retailing tool.

Key Differentiators

- 
Process takes 30 seconds, not 30 minutes
- 
Customizable and configurable to complement your F&I process, not replace it
- 
Amazing mobile experience, leading to the highest form completion rates in the industry
- 
Value Watch – Payments leads with a trade-in are automatically subscribed to Value Watch (purchased separately) to receive automated monthly texts and emails of their vehicle's value.



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