



No More Throwing Out a Number: Dealers Can Now Get *Accurate Trade Valuations Using Customized Online Appraisal Solution*

Dealers and Wholesalers can now gain access to a trade appraisal engine from <http://www.eautoappraise.com/>. eAutoAppraise is a leading online trade-in solution that has powerful online vehicle shopping features available to move customers further down the sales funnel.

How it works:

Each eAutoAppraise dealer can now offer customizable value ranges on specifically tailored vehicle questions powered Black Book values. These ranges are narrowed down after a series of questions are answered by the customer in order to help better understand details of their vehicle trade.

With a more specific and accurate valuation in hand, customers can complete their vehicle purchase in less time. eAutoAppraise also offers dealers a back office suite with values, special offer banners, and direct mapping to particular dealerships for geo-targeting, all generating a higher quality of sales leads.

What has made the eAutoAppraise System even better?

All eAutoAppraise dealer partners now benefit from the addition of Black Book's legacy of accurate vehicle valuation information.

The vehicle shopping process is a key driver that will lead to more successful sales transactions, especially since customers will experience a less adversarial relationship with their dealer through a more conclusive, transparent valuation of their trade

How do dealer customers know the value of their trade?

After completing the 100% OEM-compliant customizable form, customers are presented with the value of their car (provided by Black Book), as well as the replacement vehicle they have selected and if they are pre-approved for purchase.

The customer's value report is also integrated with Google Maps for step-by-step directions to the dealership, making eAutoAppraise the ideal package for the modern self-directed shopper.

No More Throwing Out a Number: Dealers Can Now Get *Accurate Trade Valuations Using Customized Online Appraisal Solution*

What Jerry Kalfus, Blackbook VP of Sales, had to say about eAutoAppraise?

“We’re excited to partner with eAutoAppraise, a superior online appraisal engine that offers dealers a chance to close more deals quicker and make strong profit margins.” “An accurate valuation on a trade is a key component to the car-shopping experience, and customers that come equipped with a more narrow number in mind have a better experience at the dealership.”

How Barry Brodsky, Managing Partner of eAutoAppraise, characterized the addition of Blackbook:

“Our mission is to provide dealers with the best leads possible for increased sales, and to serve as the catalyst for simple vehicle sales transactions,”.

“The vehicle trade appraisal component is extremely crucial to any new vehicle transaction, and with Black Book powering our valuation, process we’re confident that we can offer up an experience that will increase customer satisfaction online and at the dealership.”

What do you need to know about eAutoAppraise?

Backed by several OEM endorsements, eAutoAppraise empowers dealerships with exclusive, actionable consumer data and robust, interactive reporting not customarily available to today’s dealers. Featuring two products in one, eAutoAppraise is both a trade-in or sell-us-your-vehicle application as well as an inventory and creditprescreening tool. The platform generates high quality, low-funnel, incremental leads with a closing ratio of 25-30%.

For more information, please visit Eautoappraise.com or [866.795.8903](tel:866.795.8903).

