



How CarCash Stopped Bleeding Money & Got Marcus Lemonis Back into UC Business Successfully Using New Appraisal App & Process

Ever Watched *The Profit* on MSNBC?

You have heard of Marcus Lemonis and the Profit, Right?

You know he loves saving companies that are in peril or state of collapse.

In Case You Missed This – Grab on Now & Adopt What He Did Now.

Here is a How Marcus & The CarCash team did it:

They used a new appraisal process and an innovative App to save a used car company called CarCash that was about to go out of business.

Marcus reshaped CarCash's appraisal process to ensure that the customer was present during the appraisal process and could actually view how a car is appraised, as well as the elements that make and shape the valuation, which was ultimately more consistent with wholesale market conditions and less impacted by the consumers' lofty expectations.

Marcus correctly realized that CarCash should be selling directly to other dealers. He cut out the wholesale middlemen and worked with CarCash to develop relationships with the dealerships who were typical consumers of their inventory.

What is the Backstory about CarCash & Marcus?

New York-based dealer CarCash relied on the old way of managing wholesale cars which nearly cost the family its dealership. CarCash cent episode of CNBC's *The Profit* examined the struggling business, and it wasn't long before host and investor Marcus Lemonis identified two primary reasons why CarCash was bleeding money and on the verge of collapse.

CarCash relied heavily on old school wholesalers to buy its cars in bulk. Steady and consistent, they were the most immediate way to cash out of cars. However, these wholesale middlemen were selling cars acquired from CarCash to other dealers, often at a margin of \$500 to \$1,000 per car – margin that otherwise belonged to CarCash.

You Can Watch the Video Multiple Times on YouTube:

<https://www.youtube.com/watch?v=td1JzUinRgs>

The Problem with Vehicle Appraisers to Date:

There is no single great appraiser out there. Three experienced used car managers evaluating a 2005 Acura TSX with 74K miles could yield three different appraisals ranging from \$3,700 to \$5,000. Determining used car valuation is an imperfect blend of art and science. While experienced used car appraisers defer to time spent on the street, in the auction lane, or their personal network of buyers to determine a valuation, rapid market changes make it difficult to determine a real-time actual cash value (ACV).

Market report information and valuation guides like NADA, Galves, and BlackBook are all incredibly useful, but they are just guides. None are writing you a check for your cars.



A Simple Solution to a Long Standing Problem & Process:

CarCash was able to turn around its profits by immediately addressing holes in its business. A new solutions in the market did it for CarCash and now seeks to help dealership fill holes in the used vehicle appraisal process.

One new appraisal solution provided a mobile-based platform that allows for fast, easy, and transparent valuations to be performed live on the sales floor by expert appraisers. Consumers react well to seeing this defined and consistent appraisal process and dealers love it, too. AND, these appraisers behind the Appraisal App is actually writing a check for the vehicles within minutes.

How does the App work?

A team of appraisers places cash offers on each car, leveraging a nationwide network of dealerships who might want to purchase the car to get the most aggressive offer possible. The dealer simply pays a subscription fee per vehicle, instead of spending time and money on transport, reps, recon, and just plain guessing to run cars at auction, or losing money through wholesalers.

By using one solution App that allows you to hold gross on the sales floor, open margin in your wholesale business, and receive cash offers on every trade valuation you present, it's easy to say goodbye to slim wholesale car margins and the costly trade appraisal game.

Who is the Company with the Appraisal App and the Solution?

The Appraisal Lane is a mobile app connecting dealers with a larger community of appraisers and buyers to receive real time cash offers on inventory. Fully optimized for mobile, the platform manages appraisal submissions, purchase offers, and dealer, appraiser, and buyer communications, as well as sales and fulfillment channel information. Visit www.TheAppraisalLane.com or download The Appraisal Lane app from the App Store (iPhone/iPad) or Google Play (Android). Call (888) 737-9909. Email marketing@theappraisallane.com.



THE APPRAISAL LANE™