

Kenneth Potter & The Appraisal Lane Offering Southeast Dealers Immediate Cash for Wholesale Cars

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What is The Appraisal Lane?

The Appraisal Lane is a real-time used car trade network and communications platform that enables dealers nationwide to post pre-owned inventory and receive cash offers quickly and easily from expert appraisers.

How The Appraisal Lane works:

Fully optimized for mobile, the platform manages appraisal submissions, purchase offers, and communications between dealers, appraisers, and wholesale buyers. It tracks sales information, such as costs, transportation, profit and loss information, as well as fulfillment channels through which the vehicles are ultimately sold, including direct-to-dealer, physical auctions, and online auctions. Additionally, dealer groups can white label the technology suite to power their own private networks.

Why Ken Potter joining The Appraisal Lane is significant:

Ken Potter is the Vice President of Sales for The Appraisal Lane. A 20-year automotive industry veteran, Potter was most recently the Vice President of Dealer Development for TrueCar®.

Potter has held executive positions at several well-known automotive industry organizations, including General Manager of CarMax, VP of Sales for Greenlight.com, and VP and General Manager of CarsDirect.com. Prior to joining TrueCar, he was Chief Revenue Officer at SureSale.com.



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Remember Andrew Iorgulescu from Open Lane?

"Ken has built lasting relationships in this industry, with a proven track record of successfully growing sales and driving expansion efforts for businesses like ours," said Andrew Iorgulescu, Co-founder and President of The Appraisal Lane. "He joins our team at a critical time, since we are actively rolling out our platform to targeted automotive markets offering significant growth opportunities. It's an exciting time for the team."

What Ken has to say about what The Appraisal Lane is about to do:

"I'm excited to join The Appraisal Lane team and I look forward to the possibilities for growth in – and enhancements to – our industry," said Potter. "Based on our analysis, over 36 million vehicles will be appraised this year, but until now, the wholesale used car appraisal and acquisition process was inefficient. We're transforming this process by sourcing wholesale experts to provide dealers with the most accurate offers quickly and easily through a fully mobile-optimized platform. The end result is improved business operations and ultimately, more car sales for dealers."

More about The Appraisal Lane™

The Appraisal Lane, a real-time used car trade network and communications platform, enables dealers to submit used cars for appraisal and receive cash offers from a network of experts who balance knowledge with market valuation data resulting in the most accurate used car valuations.

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. Among many other benefits,

The Appraisal Lane gives dealers the ability to move used car inventory by providing accurate valuations; provide consistent consumer trade-in offers; the opportunity to white label the technology suite to power their own private networks; and the confidence to take used cars on trade regardless of a new car sale, ultimately improving their business in the process.

For more information, visit www.theappraisallane.com.

