



Created for Subaru

trade premium

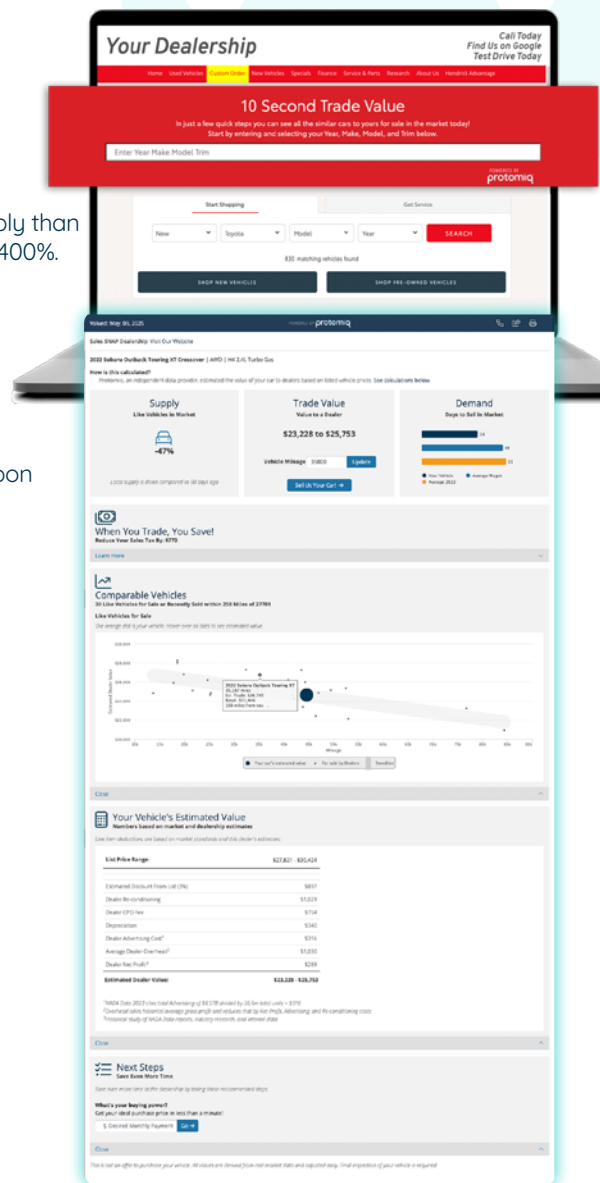
Automotive industry's highest **ROI website conversion tool** for trade-in leads and inventory sourcing

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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trade+

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

Added Benefits



Hot Leads Report

Do you know which leads re-visits your site & which vehicles they browse? We track & deliver these high closing percentage leads daily.



VDP View History

See a lead's vehicles of interest to know their preferences. Be prepared with the right inventory to have better conversations.



Information Verification

Keep sales team focused with verified leads. Our phone/email verification delivers trade-in value to consumer's phone/inbox, reinforcing your relationship.

Key Differentiators



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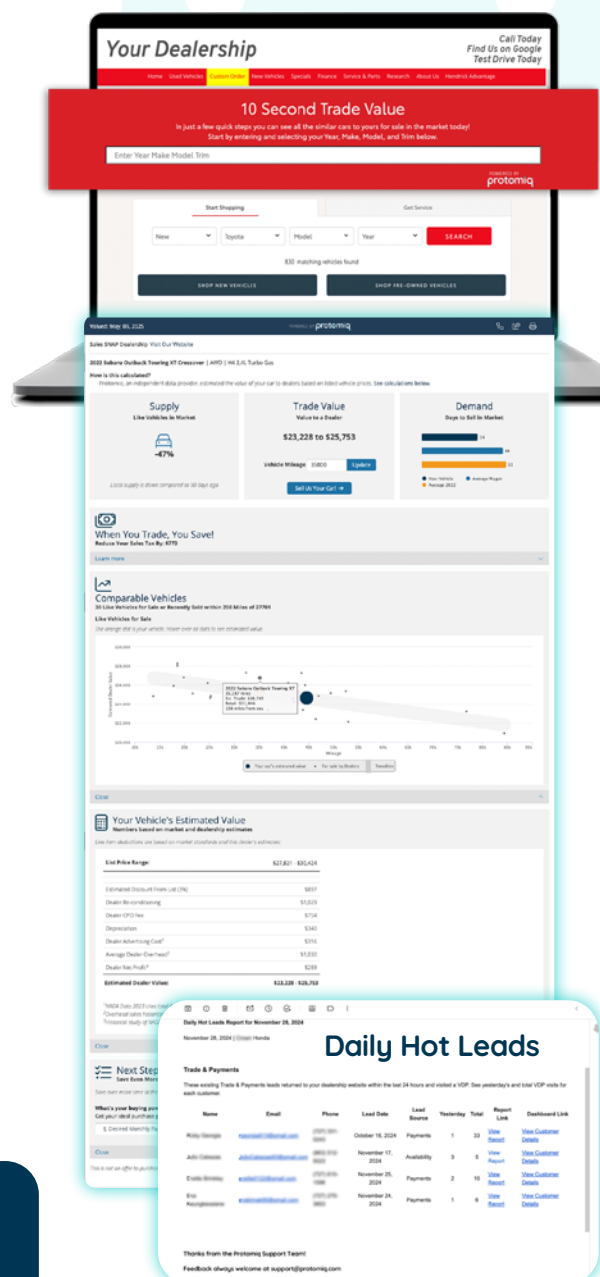
We Don't Compete With You

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.



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offer

Find more motivated shoppers with our configurable single price offer solution.

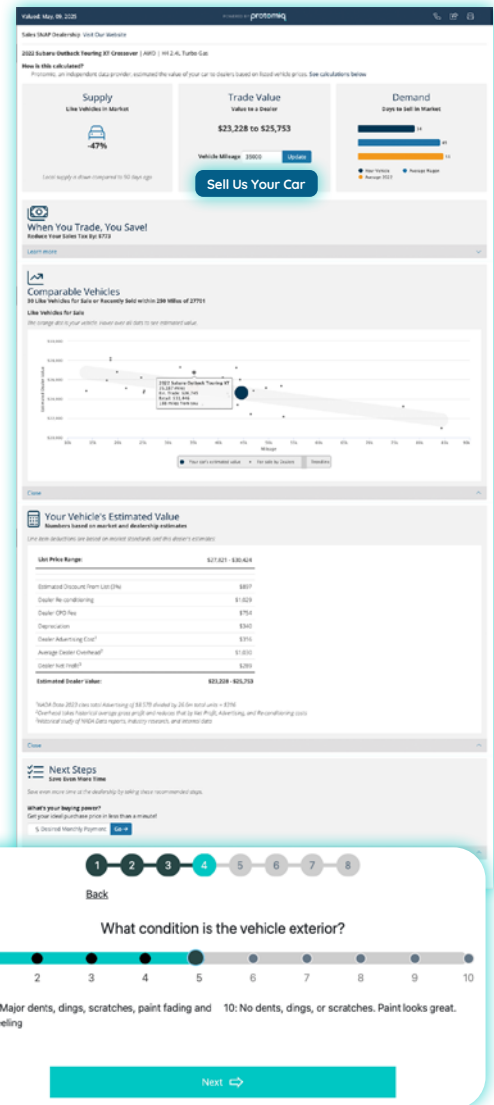
Benefits

-  **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



The screenshot shows the Protomiq web interface for a trade-in valuation. It includes sections for 'Supply' (like vehicles in inventory), 'Trade Value' (current value), and 'Demand' (drops to sell in market). Below this is a 'When You Trade, You Save' section showing tax savings. The main part is 'Your Vehicle's Estimated Value' which lists various deductions like estimated discount, dealer fee, and taxes. At the bottom, there's a 'Next Steps' section and a 'What condition is the vehicle exterior?' assessment form with a 1-10 scale and a 'Next' button.



"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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