



**TradeVue™**  
RANGE-BASED TRADE APPRAISER

**iMR**  
**APPROVED**  
TURNKEY PRODUCT

*No other appraisal tool can match **TradeVue's** value.*

**39%**

**AVERAGE**

**form completion rate (FCR)**  
highest among all trade tools.\*

**18%**

**AVERAGE**

**lead-to-close rate**  
drives deeper funnel buyers.

\*Based on independent case studies as well as verified DMS attribution data provided by independent sources.

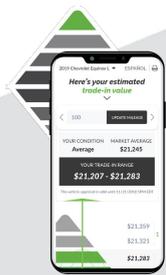
- ▲ Highest form completion
- ▲ Single page format (no tabs or scrolling menus)
- ▲ Range-Based Valuations from live market data
- ▲ Spanish Version comes standard
- ▲ Adjustable Values
- ▲ Custom landing site included
- ▲ Choose type-ahead text or clickable selection box
- ▲ Visually-interactive content reduces cognitive load



**(866) 909-9425**

[mytradevue.com/GM-IMR-Solution](http://mytradevue.com/GM-IMR-Solution)

**TradeVue™**  
VALUE YOUR TRADE **INSTANTLY**



## Mobile First Design

TradeVue is ultra-responsive and features our trademark Appraisal Diamond®. This highly-engaging visual reference converts shoppers into leads at an astounding rate.



## Form Completion Rate Counts!

Form Completion Rate (FCR) is how all conversion tools are measured. If a product has a poor FCR, you lose leads and ultimately sales! TradeVue™ has an average FCR of 39% - nearly 5 times the industry average!



## Range-Based Appraisals

We developed the idea of range-based appraisals more than 5 years ago, and today our valuation logic is used by thousands of dealers, vendors and marketing companies. Range-based pricing finds common ground between the two and cuts negotiation up to 70%!

## Reduce Cognitive Load: Less Thinking Leads to More Clicking

Cognitive Load is the amount of active mental processing necessary to complete tasks. As cognitive load increases, user experience decreases and sales suffer.

## Key Features Overview

Turbocharge your website conversion strategy with TradeVue™



### Range Based

TradeVue utilizes a range-based appraisal process which affords your dealership additional leverage upon physical inspection of a customer's vehicle.



### Spanish Version

TradeVue Espanol is available at no additional cost.



### Visually Appealing

Values are displayed on our exclusive Appraisal Diamond®, providing a better frame of reference for your customers.



### Customizable

TradeVue is completely customizable and can be presented as an independent resource for your customers or as a native tool on your website.



### Single Page Format

Most trade appraisals feature multiple pages, which cause higher abandonment rates. TradeVue's entire appraisal process is shown on a one page layover.



### Fast

In speed tests against the top trade tools, TradeVue came out on top. Your customers will appreciate its simplicity and speed.



### Proprietary Software

Our valuation logic utilizes live market data collected from multiple sources and factors in current market trends, demand and seasonality.



### Mobile Friendly

Over 50% of your online traffic comes from mobile. TradeVue is mobile friendly and ultra-responsive on all of your customer's devices.



### Incredible Support

Have a Question? We are just a phone call, or email away. Our stellar support department delivers an unmatched customer experience.

Bring your customers into **Vue.**

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## Here's your estimated **trade-in value**



Enter Your Payoff or Leave Blank

UPDATE PAYOFF



YOUR CONDITION

**Above Average**

YOUR TRADE-IN RANGE

**\$25,540 - \$25,975**

MARKET AVERAGE

**\$24,671**

This vehicle appraisal is valid until 02/09/2019 5PM EDT

### Above Average Range

Vehicle is in exceptional mechanical, exterior and interior condition with no visible wear.

\$25,975

\$25,540

### Average Range

May have a few mechanical and/or cosmetic problems and could require reconditioning.

\$25,105

\$24,671

\$24,236

### Below Average Range

Several mechanical and/or cosmetic problems requiring significant repairs.

\$23,802

\$23,367

\$22,932



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