



TRADE-IN TOOL

Generate more leads — get the edge
by upgrading your trade-in tool

Built to boost leads

Predictive search makes it easier for shoppers
to determine trade-in values

Mobile-first design

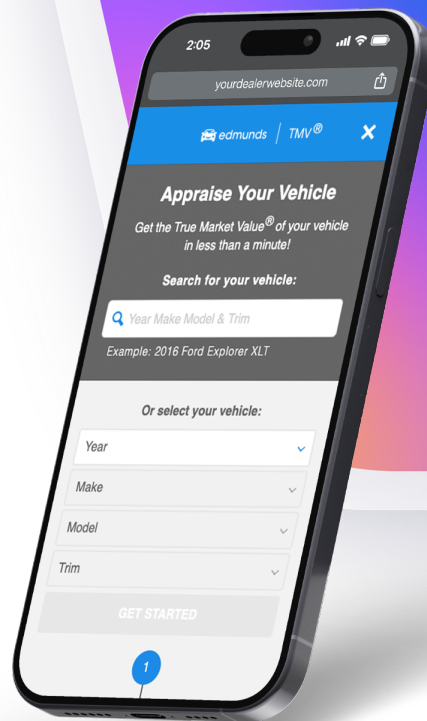
Fast and easy to use, on any device (especially on mobile)

Flexible site widgets

Choose where you want to put banners and click-to-open CTAs on your site

No i-Frames

100% native to your site — built for speed and transparency



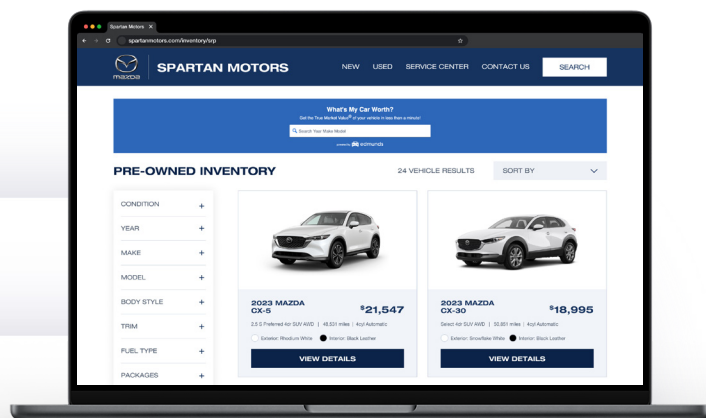
Reporting you can trust

Our Trade-In Tool is GA4 certified by the Automotive Standards Council (ASC) which has set guidelines for the transition to Google Analytics 4.

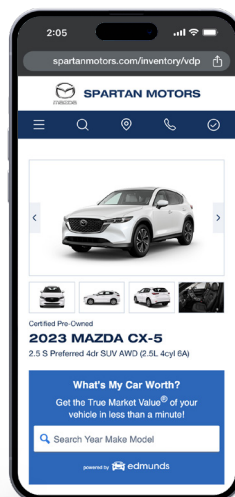


Flexible site widgets

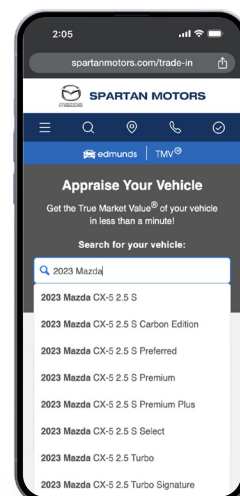
Generate trade-in leads on any page while keeping users on your site



On your SRPs



On your VDPs



On your trade-in page

Trade-In Tool: \$99



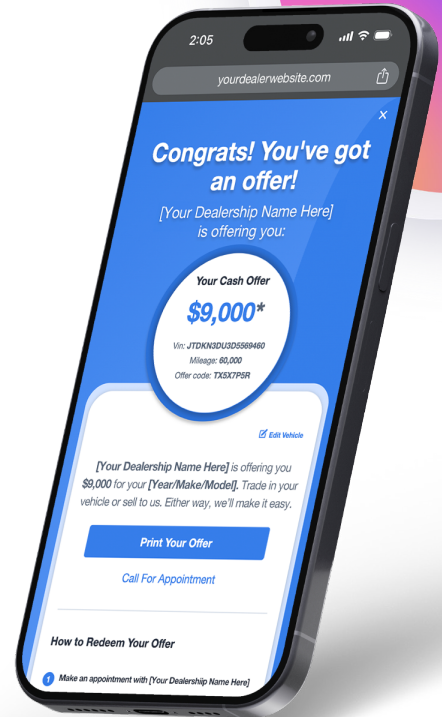
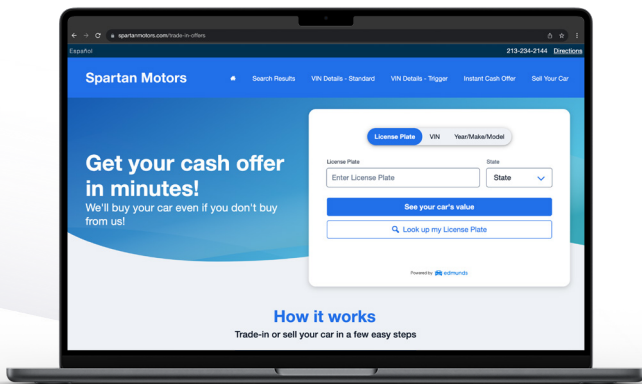


INSTANT CASH OFFER

Expand your inventory today. Give shoppers an offer for their car in as little as 2 minutes.

Integrated with your dealership

Place the tool on your site — shoppers can easily find Instant Cash Offer. You can also use the tool in your showroom and your marketing materials.



No waiting

It takes as fast as 2 minutes for shoppers to see an offer. They only have to answer a few questions.



Attract more customers

Give shoppers a competitive offer — 40% of offers are higher than market value¹.



An offer you can trust

Values are backed by Edmunds². They're calculated with the latest data.



Reporting you can trust

Edmunds Instant Cash Offer is GA4 certified by the Automotive Standards Council (ASC) which has set guidelines for the transition to Google Analytics 4.



Try our demo

Instant Cash Offer: \$699

¹ Based on a comparison of Edmunds market value calculation to Edmunds.com instant offers generated 1/1/2024 - 7/31/2024

² Edmunds works with CarMax to provide dealers a seamless experience. CarMax can guarantee an offer that's good for 7 days — they can also pick up the vehicle and buy it from the dealer (mileage restrictions apply). Offers are contingent on accurate information being provided about the vehicle being appraised within the Instant Cash Offer tool or within the MaxOffer tool. Any differences between the information provided about the vehicle and the vehicle's actual condition, use, and history may impact the offer received.



The complete solution

We make it easier for your dealership — in every way. See the advantages of our Instant Cash Offer tool.



Others require photos

Others make you drop it off

You pay others to sell your car

They promote their brand

Complicated matrix to set up

Plate or VIN required

50 questions

Offers expire in 3 days

- ✓ **We don't require photos**
- ✓ **We pick up the vehicle¹**
- ✓ **We pay you to sell your car¹**
- ✓ **We promote your brand**
- ✓ **No matrix to set up or maintain**
- ✓ **See make/model with address lookup**
- ✓ **Only 15 questions**
- ✓ **Offer good for 7 days¹**

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