

SNAP harnesses real market data to answer consumers' #2 question: *What's my car worth?*

Through a responsive and intuitive platform, SNAP is changing the way dealers and consumers approach trade-in values. Vehicle values are based on two metrics which all consumers understand: supply and demand. SNAP illustrates not only supply and demand in the local market but demonstrates the relationship between Value and Mileage to achieve an accurate Actual Cash Value (ACV). Utilizing local market data and perusing approximately 20,000 dealer websites (or ~25 million active VDPs) nightly for fresh data, SNAP provides easy-to-understand trade-in value data for the consumer.

Dealers have been using book value for years to price inventory, but by showing the consumer local supply and demand data for similar vehicles, SNAP is generating 400% more trade leads, based on historical user statistic. For the dealer, SNAP also helps to normalize the front-end gross. The customer has an expectation of what their vehicle is worth, and the sharp spikes of heavy negotiations are avoided. SNAP is not just a lead generation tool but a resource to make a profound impact on the ROI of every vehicle sold.

The Problem:

When the auto shopper searches for data about the value of their trade in, often, they are looking at outdated or national values for their current vehicle. The auto industry already suffers from a lack of consumer trust. Trade-in values need to be offered with a high degree of transparency. And because the consumer has been 'trained' to expect instantaneous and detailed information online from other retail channels, dealers need to ensure the process is fast and easy.

How It Works:

Blending seamlessly into the dealer's website, SNAP operates as a native, responsive plug-in. TradePending's goal in designing and upgrading SNAP has been singular: create a user-friendly and forward-thinking trade-in tool that will educate, capture, and convert shoppers. At the same time, dealers have the opportunity to make

Website Merchandising

SNAP

A modernized, market-based trade value tool, creating 400% more sales opportunities for dealers through an intuitive user experience and pervasive website implementation.



"We were happy to see our trade leads literally double when we added SNAP to all our sites. It's one of a very few "no-brainer" products that we implemented years ago and still use today."

Peter Deiser
Director of E-Commerce
Ed Morse Automotive Group

TRADE PENDING

www.TradePending.com

"SNAP is simply the best trade tool available on the market today. It has positively changed the way dealers and consumers talk about the sensitive topic of trade values."

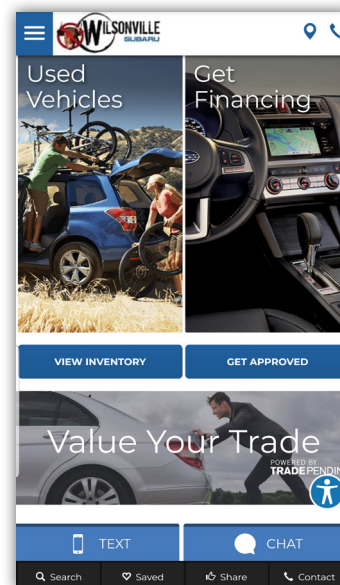
Joe Dallas
Chief Business Officer
TradePending

adjustments and have some control over what they're showing customers. The product is transparent, fast, and undeniably delivers great value to consumers and dealers.

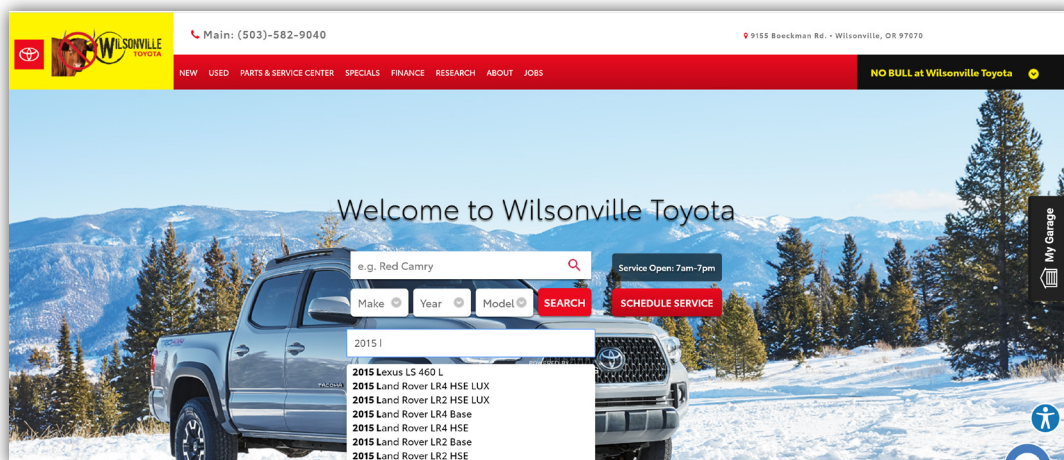
TradePending also offers in-depth support to dealers through a dedicated training department, offering best practices for dealership personnel. The BDC can be trained how to best approach SNAP'S low-funnel leads – treating it as a trade in and not a sale. Ticket queues at TradePending are non-existent with response times of less than 10 minutes to obtain a resolution.

About 70% of the leads converted off of SNAP are generated on a mobile device. SNAP is built mobile-first and loads quickly. From start to finish, the process for the consumer to receive a trade-in value takes only 6-7 seconds and a minimum of 4-5 click/touch/swipe actions. SNAP has achieved a 65% mobile traffic conversion rate. With the implementation of auto form fill, mobile conversions skyrocketed. Spanish translations are easily added.

SNAP can be found on multiple pages within the dealer's website; a key part of the shopping experience. When looking at a dealer's homepage, the top three actions a consumer is interested in are featured: researching inventory, valuing trade (see red arrow), and scheduling service. The SNAP application can be easily customized to incorporate the look and feel of the dealer's website.

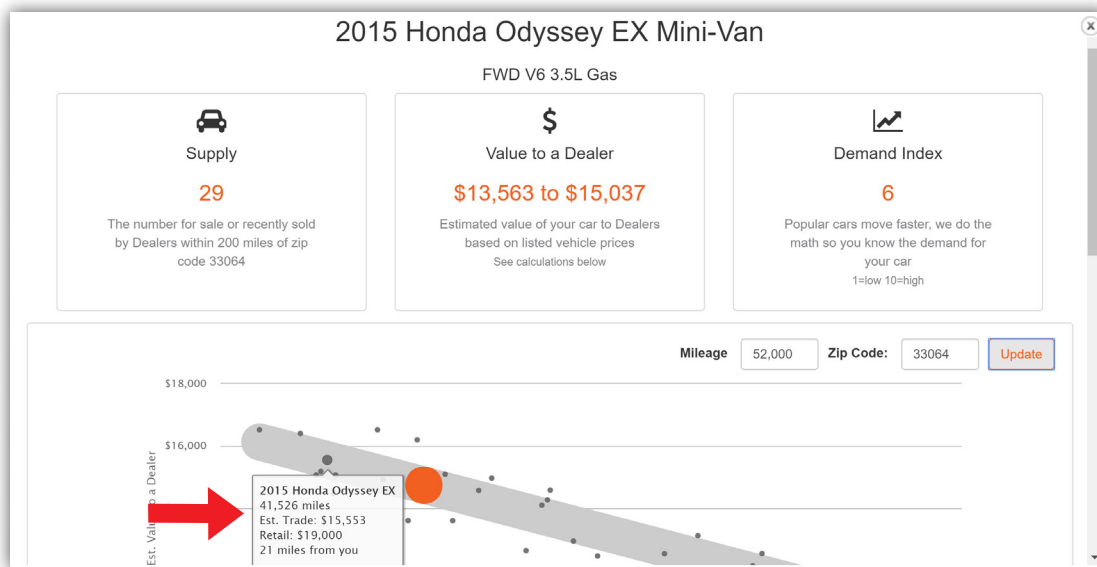


Predictive, Type-ahead Vehicle Selection. SNAP is focused on speed and reducing the number of clicks. With just a minimum amount of information, the system offers trim options on the consumer's current vehicle while the consumer is typing. Just like shopping on Amazon, eBay, or other successful sites, product selection is made easy.



No drop-down boxes on SNAP!
Extremely difficult on mobile,
they result in abandonment. An
easy button solution provides
the least number of thumb
actions on mobile.

Flexible and Intelligent Implementation. On the personal information form, one click can autofill the shopper's name and contact data. This capability created a huge jump in mobile conversion. SNAP does not ask for the consumer's opinion on 'condition' since it would probably differ from the dealer's evaluation. Neither does it ask the customer to check a list of options that the vehicle might have – most of which would not add value to the vehicle. The customer is not asked for anything that would slow down the process of them receiving the trade-in numbers they are looking for.



Starting within the zip code of the dealership and working out in 25-mile increments, SNAP delivers comps on at least 30 vehicles. The consumer can make comparisons: this vehicle is 21 miles away and trades for \$15,553 and has slightly less mileage – 41,526 compared to 52,000 on the shopper's vehicle. The Demand Index is 6 out of 10. Now, the dealer can have a different conversation with the shopper: *"Here is the local retail market for your vehicle and here is a list of all the costs I will have in your car before I can resell it."*

hendrickatlanta.com

Mileage: 64,000 Confirm

2015 Cadillac Escalade Luxury SUV

RWD V8 6.2L Gas

Supply
28
The number for sale or recently sold by Dealers within 225 miles of zip code 30096

Value to a Dealer
\$30,158 to \$34,956
Estimated value of your car to Dealers based on listed vehicle prices
See calculations below

Demand Index

It takes only 4-5 clicks to get from 'Value Your Trade' to the value estimate (see blue arrow). Other competitors are averaging 11-20+ clicks.

The consumer is also provided with data to let them know the number of similar vehicles in a given radius.

All of the line items in the Estimated Value are completely customizable by the dealer. Reconditioning costs can vary from

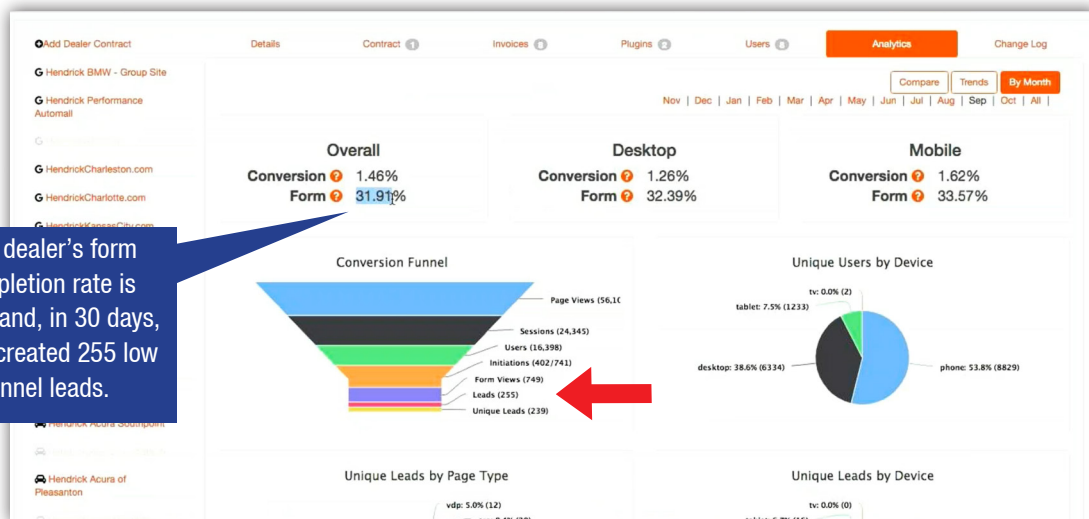
dealer to dealer and are now based on sub-type. CPO Fee and Depreciation can also be added. There is a great deal of business intelligence built into this section. The goal is to put an accurate trade number on the vehicle and land on the Actual Cash Value (ACV).

How we calculate Estimated Value

TRADEPENDING tracks all vehicles being sold by dealers in your area. We then analyze that data and apply reductions to sale price to give you, the consumer, the best data possible to understand the market for your vehicle and how a dealer would most likely appraise your car.

List Price Range:	\$15,366-\$16,471
Estimated Discount From List (3%)	\$543
Dealer Re-conditioning	\$1,200
Dealer Advertising Cost ¹	\$359
Average Dealer Overhead ²	\$1,110
Dealer Net Profit ³	\$116
Estimated Value to a Dealer:	\$12,154-\$13,259

SNAP Reporting. SNAP features a robust dashboard and advanced consumer engagement tracking which includes making all consumer engagement events clearly visible in Vistadash or Google Analytics. Reports illustrate how the trade-in pages are performing, what proportion of traffic is on mobile, and what proportion of that traffic is converting (see red arrow). All of this information is provided to the dealer in an easy-to-digest monthly report. TradePending has analyzed reports from their 6,000 URLs and determined that ~35% of shoppers who start filling out the SNAP form finish the entire process; a highly desirable return.



This dealer's form completion rate is 31.9% and, in 30 days, SNAP created 255 low funnel leads.

Dealer Leads. In real-time, a lead is pushed to the CRM with all the data needed for sales team follow-up. If the shopper updates their profile, such as inputting true mileage instead of using the median numbers provided, that mileage will be updated in the CRM. Typically, 70% of leads contain the consumer's verified mileage.

Dealers receive a weekly summary (shown below) which identifies the originating page and device type. If the lead was generated from a campaign, that is also recorded.

Page 1 Next Page					
Dealership	Customer	Vehicle/Value	Details	Date	
Hendrick Toyota North Charleston	Heather Smith hsmith@hondanorthcharleston.com 803.733.1100	1998 Honda Accord LX Sedan FWD I4 2.3L Gas Not enough comparable vehicles Market Size: 38 within 9999 miles of 29406	Location/Device: VYT/desktop Report Type: vehicle Mileage: 155000	10/10/2018 1:41 pm	🔍 📧 📞
Hendrick Toyota North Charleston	Christina Butler cbutler@hondanorthcharleston.com 803.733.1100 10000 W. 101st Ave. Charlotte, NC 28263-9600	2007 Honda Odyssey EX-L w/DVD w/Nav Mini-Van FWD V6 3.5L Gas Value to Dealer: \$3,671 - \$4,026 Market Size: 36 within 9999 miles of 29406	Location/Device: VYT/phone Report Type: vehicle Mileage: 175000 ✓	10/10/2018 12:39 pm	🔍 📧 📞
Hendrick Toyota North Charleston	Mike Smith msmith@hondanorthcharleston.com 803.733.1100 10000 W. 101st Ave. Charlotte, NC 28263-9600	2014 Ford Focus SE Sedan FWD I4 2.0L Flex Fuel Value to Dealer: \$5,814 - \$6,377 Market Size: 41 within 225 miles of 29456	Location/Device: VYT/desktop Report Type: vehicle Mileage: 73000 ✓	10/10/2018 10:05 am	🔍 📧 📞
Hendrick Toyota North Charleston	Mike Thompson mthompson@hondanorthcharleston.com 803.733.1100 10000 W. 101st Ave. Charlotte, NC 28263-9600	2007 Chevrolet TrailBlazer LT SUV RWD I6 4.2L Gas Value to Dealer: \$4,435 - \$4,864 Market Size: 36 within 500 miles of 29406	Location/Device: VYT/phone Report Type: vehicle Mileage: 135000	10/09/2018 6:53 am	🔍 📧 📞
Hendrick Toyota North Charleston	John Davis jdavis@hondanorthcharleston.com 803.733.1100 10000 W. 101st Ave. Charlotte, NC 28263-9600	2013 Chevrolet Suburban LT 1500 SUV 4X4 V8 5.3L Flex Fuel Value to Dealer: \$20,709 - \$22,713 Market Size: 32 within 250 miles of 29406	Location/Device: VYT/desktop Report Type: vehicle Mileage: 85000 ✓	10/08/2018 11:13 pm	🔍 📧 📞
Hendrick Toyota North Charleston	George Heston gheston@hondanorthcharleston.com 803.733.1100	2014 Toyota Tacoma PreRunner V6 Double Cab 4X2 V6 4.0L Gas Market Size: 50 within 500 miles of 29406	Location/Device: Home/phone Report Type: vehicle Mileage: 50000	10/08/2018 5:46 pm	🔍 📧 📞

Group Site Integration. This is a perk for dealers who utilize a singular website and operate multiple dealerships. It provides an opportunity for leads originating from the SRP or homepage to be routed to the correct dealership either from the BDC or from the site. A single question can be added at the front end of the customer questionnaire: What dealership do you intend to work with? By only adding one click, the lead is directed to the appropriate dealer automatically and married to the right CRM address. If the lead is generated from the VDP, it is automatically delivered to the dealership with the selected inventory.

What do dealers say about SNAP?

"After years of following the OEM herd, I was introduced to SNAP by TradePending, and I was hooked! The intuitiveness of the platform was a game-changer in the industry; many trade tools have since tried to copy it. The price range provided is perfectly controllable with the adjustable recon expenses by brand or market, and the numbers are spot on. The range is narrow enough to make our clients comfortable with the trade value, yet wide enough to allow our appraisers the necessary leeway to make the deal and still not disappoint the client. It is very rare that our actual appraised value is not within the SNAP range provided. Best of all, we were happy to see our trade leads literally double when we added SNAP to all our sites. It's one of a very few "no-brainer" products that we implemented years ago and still use today."

Peter Deiser
Director of E-Commerce
Ed Morse Automotive Group