

Superlatives accentuates the ‘Why Buy’ message for a specific VIN. Last year, it was available for the used car inventory, however, with 27 badges now in use, the new car market is benefiting from Superlative badges. Historically, dealers have been in a position of enticing customers purely on price alone and putting themselves in a position to leave money on the table. However, only 3 Superlative badges are linked to price. Now, dealers can point out the unique features of any car on their lot. Powered by TradePending technologies, the Superlatives badge provides the consumer with an evaluation of competing vehicles in the local market which builds value and urgency and helps to turn inventory.

Key features of Superlative Badges:

- 1. Enhancement of a VDP or SRP to help market the car’s unique attributes and providing the consumer with research points to assist in their decisions;**
- 2. Ability to operationalize local market data in new ways such as providing important research data for the BDC and salesperson, and alerts to shoppers about recent price reductions;**
- 3. Broadening the value of the vehicle over and above the price point; and**
- 4. Reduction of the number of price decreases instituted by dealers.**

Dynamic merchandising is a superb antidote to relieve compressed margins brought on by an industry obsessed with price.

The Problem:

Dealers do not want to sell vehicles on price alone, but it is difficult for dealers to establish a third-party value for the price that they advertise. In the absence of value, price is weighted too highly by consumers. When value is established, the dealer is not as reliant on lowering the price to increase traffic. Particularly in the used car market, there is a big information gap between what the customer knows about the used car market and the information the dealer knows about the vehicle. It’s very time-consuming and sometimes impossible for the consumer to understand the supply and demand on each VIN they might be interested in. The customer is typically focused on whether they are getting a good deal.

Website Merchandising

Superlatives

Inventory pages can be easily enhanced with local market data to establish the unique selling proposition for every car in inventory.



“My goal is to add as much value as possible to every preowned vehicle we have. With Superlatives, adding items like New Tires, New Brakes, or a Preowned Warranty does exactly that and converts website clicks into showroom visits.”

John Bartle
Internet Manager
Heberts Town and
Country CDJR

TRADEPENDING

www.TradePending.com

“Superlatives is changing the way dealers and consumers talk about the unique selling proposition of each vehicle. No longer is price the only determining factor driving consumers’ decisions.”

Brice Englert
CEO
TradePending

How It Works:

Superlatives snaps seamlessly into a dealer's existing website. About 90% of a dealer's used car inventory will qualify to feature a Superlatives badge. Superlatives can be used to effectively merchandise new inventory also. The shopper will be able to view these badge designations on both the SRP and the VDP. If the vehicle qualifies for multiple designations, those will 'waterfall' with any of the pricing highlights becoming the primary badge. The dealer has the option to prioritize the badge order. There are currently 27 value-added badges pre-generated, assigned automatically, and updated daily. Only 3 of those are pricing related; the rest are focused on building value by accentuating high demand, low market supply, high quality, and special features. New this year is the ability for dealers to easily create their own customized 'badge' based on a particular asset of the vehicle or the need to move specific inventory.

Tight geography parameters and a sample set of 30-40 cars is required for the badge evaluation process. Every night, the comparative analysis data is refreshed as well as the dealer's inventory feed. For example: if the dealer has lowered a price, the system analyzes the new price against the local market data to see if the vehicle now qualifies for an improved badge. The shopper benefits from seeing the Price Reduction badge, and a sense of urgency has been created for the shopper. Dealers don't have to log in; they don't have to call their web provider. Superlatives is completely automated to keep all of the data updated.

Superlatives. TradePending provides a massive amount of local market analytic data to power the badge designations such as: Verified Stellar Deal, Verified Great Deal, Verified Rare Trim, Verified High Demand, Price Reduction, Verified Low Mileage, Low Inventory Regionally, Low Inventory Nationally, Verified Rare Find, Verified One-of-a-Kind, Verified Low-Mileage Vehicle, Rare Color, Fresh New Arrival, etc.

Shoppers can quickly locate vehicles with a price reduction and see the savings - \$1,036

VERIFIED GREAT DEAL +1

This vehicle is priced better than 50% of similar vehicles within a 300-mile radius.

Your savings: \$1,036

POWERED BY TRADEPENDING

Used 2011
Kia Optima LX 4D Sedan

KELLEY BLUE BOOK PRICE \$7,730
OUR BEST PRICE **\$6,998**

[Details](#)

Exterior: White
Interior: Beige
Mileage: 93,899
Location: Morrie's Inver Grove Mazda

Key Features:

VERIFIED RARE DRIVE TYPE +2

A small number of 4X2 vehicles are available within a 100-mile radius.

Available: 1

POWERED BY TRADEPENDING

Used 2008
Toyota Tundra Limited 4D CrewMax

KELLEY BLUE BOOK PRICE \$13,927
OUR BEST PRICE **\$6,998**

[Details](#)

Exterior: Beige
Interior: Sand Beige
Mileage: 244,056
Location: Morrie's Chippewa Valley Ma...

Key Features:

Superlatives identifies Rare Drive Types in the local area.

MORRIE'S AUTO GROUP

This Vehicle Has 5 More Badges

Verified Stellar Deal

Your savings: \$1,563

This 2011 Chevrolet Traverse LS is priced better than 80% of similar vehicles with similar mileage within a 300-mile radius. Vehicles that have been certified as a Stellar Deal usually sell quickly, so it is important to act swiftly.

Price	Mileage	Distance
\$7,458	108,300 miles	THIS CAR
\$7,990	117,859 miles	140 miles away
\$7,995	101,519 miles	7 miles away
\$8,800	104,358 miles	88 miles away
\$8,990	99,022 miles	17 miles away
\$10,495	109,651 miles	7 miles away

TRADEPENDING evaluated 80,148 vehicles for sale

TRADEPENDING, an independent 3rd party, collects automotive market data.

POWERED BY TRADEPENDING

Clicking on the badge displays comparative data that the shopper finds relevant to their vehicle search. The information is trustworthy based on collection by an independent third party, TradePending.

Customizing a Badge. In some cases, the dealer has personal knowledge that really differentiates a vehicle: it's a one-owner vehicle or it has a dynamite Bose sound system or killer rims. With only three clicks, the dealer can create custom badges for their new and used inventory to improve merchandising. Below are three examples of customized badges.

This new Jeep Gladiator was given a 'custom' badge to bring attention to the unique suspension package

NEW 2020 JEEP GLADIATOR SPORT S 4X4
Stock #: JPD048

MSRP	FINANCE
\$46,915	\$671/mo
DEALER ADDED EQUIPMENT	LEASE
\$12,049	\$360/mo
DEALER DISCOUNTS	
\$2,800	
TOTAL INCENTIVES	
\$2,000	
ADVERTISED PRICE	
\$54,164	

LIFTED +7

This vehicle has a lifted suspension which makes it great for off-road adventures.

Manager's Special: Call!

EXPLORE PAYMENTS

Compare

GET PRE-APPROVED

GET E-PRICE

On the left, the dealer calls attention to this new Ram truck. There is only one of these vehicles available regionally. The +3 in the corner encourages the shopper to click to see additional badges.

NEW 2019 RAM 3500 TRADESMAN CREW CAB CHASSIS 4X4 172.4" WB
Stock #: R9727

MSRP	FINANCE
\$59,370	
HEBERT'S DISCOUNTS	
\$4,668	
ADVERTISED PRICE	
\$54,702	
FINANCE	
Contact Us	
LEASE	
Contact Us	

LOW INVENTORY REGIONALLY +3

The inventory level for this vehicle within a 100-mile radius is lower than normal.

Available regionally: 1

Compare

GET PRE-APPROVED

GET E-PRICE

FRESH TRADE MORE PICS COMING!

PRE-OWNED 2016 GMC TERRAIN SLT
Mileage: 89,647 Stock #: D92431

Please Call For Price

NEW BRAKES

The manager has certified this car has new brakes.

Manager's Special: all!

POWERED BY TRADEPENDING

CARFAX

This 'Manager's Special Call' draws attention to the New Brakes on this used vehicle.

NEW 2019 CHRYSLER 300S
Stock #: C9063

MSRP	FINANCE
\$45,815	\$641/mo
DEALER DISCOUNTS	LEASE
\$1,500	\$835/mo
TOTAL INCENTIVES	
\$4,500	
ADVERTISED PRICE	
\$39,815	

APPLE CARPLAY +4

This vehicle is compatible with Apple CarPlay. CarPlay helps with navigation, music, and messaging, all in a safe hands-free way.

Apple CarPlay

EXPLORE PAYMENTS

POWERED BY TRADEPENDING

Shoppers interested in technology would be drawn to this Apple CarPlay badge.

Compare

GET E-PRICE

A Salesperson's Best Sales Tool. A shopper could easily be looking at three different used car brands or vehicles that have a wide range of selling points. It's hard for the salesperson to be an expert on every vehicle in inventory. Now, the sales team or the BDC can open the website and have an opening dialogue with the customer: *"Great Silverado, super low mileage, the only one of its kind in this area, and TradePending tells us it will likely sell within 8 days."* This instant information enriches the conversation with the consumer, and the salesperson sounds much more knowledgeable.

The dealer may know that the car was purchased because it was a high demand car, but the BDC has no idea why the dealership purchased the car, and they don't know how to effectively market it. They can only access facts they read on a page. Now, the BDC agent or the salesperson using Superlatives is connected with the real value of the vehicle and can relay why the customer should act quickly.

The screenshot shows the Hendrick Toyota North Charleston website. On the left is a 'Refine Results' sidebar with filters for Year, Make, Model, Trim, Color, Vehicle Style, Body Type, Drive, Fuel Type, Transmission, Price, Mileage, Certification, and Carfax 1 Owner. The main content area displays two vehicle listings. The first listing is for a 2017 Toyota Camry SE Auto, showing a 360° WalkAround/Features video, vehicle details (Stock Number: P2764, VIN: 4T1BF1FK1HU690282, Model Code: 2546, Engine: 2.5 L 4, Drive: FWD, Trans: 6-SPEED AUTOMATIC W/OD, Mileage: 39,238, Fuel Economy: 24/33, Color: PREDAWN GRAY MICA, Interior: BLACK), and pricing (\$19,995 Retail Price, \$15,998 Internet Price). It features a 'GET SALE PRICE!' badge and a 'QUICK SELLER' badge with 'Avg days on lot: 5'. The second listing is for a 2018 Toyota Camry LE Auto, showing a 360° WalkAround/Features video, vehicle details (Stock Number: XR2769, VIN: 4T1B11HKXJU676172, Model Code: 2532, Engine: 2.5 L 4, Drive: FWD, Trans: 8-SPEED AUTOMATIC W/OD, Mileage: 25,800, Fuel Economy: 28/39, Color: SUPER WHITE, Interior: BLACK), and pricing (\$20,995 Retail Price, \$17,755 Internet Price). It features a 'GET SALE PRICE!' badge and a 'VERIFIED HIGH DEMAND' badge with 'Avg days on lot: 12'. Both listings have buttons for 'Value Your Trade In 10-Seconds', '\$25 For A Test Drive?', 'Hold It', and 'Calculate Payments'.

Both of these vehicles will move off of the lot quickly – within 5-12 days! With the knowledge that these cars are a 'Quick Seller' and 'Verified High Demand,' the sales team can help create some urgency for the shopper.

CPO Pricing. Market-based pricing on used vehicles, particularly Certified Pre-Owned (CPO), can be confusing to a shopper - comparing the cost and value of a certified vs. non-certified used vehicle. A shopper has search criteria such as: low mileage, one owner, non-smoker, etc., and with CPO, they have a warranty fee included that certifies the vehicle with the OEM. The car has more value now, but it has more dealer investment, too. Other third-party analysis engines are only comparing vehicles on similar mileage and cost and, unfortunately, the CPO was devalued because it was valued from a price scenario. Superlatives solves the CPO issue by revamping how CPOs are marketed and seizing the opportunity to educate consumers about them.

The screenshot displays the Superlatives administration interface. At the top, there are three offer badges: 'GREAT OFF ROAD' (The manager has marked this car as great in off-road conditions), 'ONE OWNER' (This vehicle has only had one owner), and 'SPECIAL TRADE OFFER' (There is a special trade offer on this vehicle). Each badge has a 'Manager's Special: Call!' button. Below these is a 'TRUCK OWNER OFFER' (Looking for an additional truck? Here's an extra \$1,000 just for you!) with a 'Special savings: \$1,000' button. The bottom section is titled 'Custom Messages' and contains four input fields: 'Custom widget message:' (Widget Message), 'Widget banner message:' (Widget Banner message), 'More info message:' (More Info message), and 'More info banner message:' (More Info banner). A blue callout box points to the 'Widget Banner message' field, stating: 'The new Superlative Administration feature allows for live editing. The dealer can choose which Superlative comes first in the waterfall display and/or customize a Superlative with a special message.'

Dynamic Growth and Opportunities. The amount of data available through Superlatives is substantial, and dealers can use that to their advantage in many ways. The product is evolving, offering new badges, enhanced graphics, and additional merchandising opportunities. Using Superlatives as a resource, the dealer has a better picture of their inventory and how to capitalize on opportunities - how many stellar deals are on the lot, low inventory vehicles, or rare trim. Alerts can be generated daily to help identify pricing differentials; e.g., lowering the price on this truck would provide a stellar deal badge. Marketing campaigns can also be centered around Superlatives badges, for instance, one dealership ran a social campaign that merchandised all of their 'stellar deals' which means those vehicles were priced better than 80% of the market.

Getting Onboard. Superlatives works seamlessly with all Inventory Management Systems to pull in inventory feeds. With their trade tool on 1000s of automotive websites, TradePending has the familiarity and expertise needed for a quick and problem-free installation. Superlatives is available on a month-to-month basis with no contracts and a discount for groups.

What do dealers say about Superlatives?

"The team at TradePending, one of my top converting tools, asked me to give them feedback on a new product they had. At first glance, frankly, I was dismissive of the tool as just another widget. I agreed to have it installed on our site for a trial period and completely forgot about it until about the 5th of the following month when my digital marketing company called me up and said: "What the heck is a SUPERLATIVE and why is it the #2 event according to your GA dashboard?" Within less than 20 days, it became the #2 event on our website (behind chat) and it was only installed on used car VDPs. We now have it installed on all inventory and could not be more impressed. Time on site, conversion, closing ratio, everything has improved. Most importantly, it shows the client how transparent we are by providing them the data they need to proceed to the next step without scouring the internet and third-party sites."

Jason Scott
General Manager
Hendrick Toyota North Charleston