

Materials for Seeking Trade-Ins

This document contains examples of several materials that can be used to solicit trade-ins from prospects and to convince them that the dealership is offering a good price for their used vehicles.

Trade-In Voucher

Trade In Voucher	
Demo Dealership 5 (Demo) 1600 Lexington Ave New York, NY 10029	7648 <small>00-6689/0000</small> DATE <u>3/16/2009</u> Expiration date 3/23/2009 or 150 miles
PAY TO THE ORDER OF <u>John Smith</u>	\$ 6,698.00
<u>Six thousand six hundred ninety eight and 00/100</u> DOLLARS	
FOR <u>2007 Dodge Grand Caravan</u>	
18779887648 1048P24RS7B194122 05256425	
<small>This voucher good towards a vehicle purchase - NO CASH VALUE, NON-TRANSFERABLE, VOID WHERE PROHIBITED</small>	

A trade-in voucher can be handed to a customer as a concrete indication that the dealership is willing to pay good money for their vehicle. This particular example was generated using vAuto, a software system for dealership used-vehicle management. Note the clear disclaimer at the bottom that the voucher is good only towards purchase of another vehicle and that it has no cash value. Note also that it has a clearly stated expiration date and vehicle mileage.

A voucher like this can be handed to a customer who is in the buying process. Alternatively, it can be handed to a prospect who owns a candidate for a trade-in, such as a service customer. One could even staple such vouchers to every Service R.O. at check-out.



Appraisal Summary

This document is used to demonstrate to a customer the professionalism underlying the appraisal, and to help explain why the appraisal value is what is shown. The upper portion of the document contains customer information. Most of the rest of the document contains information about the vehicle. The appraisal information is at the bottom.

vAuto **Appraisal Summary (Draft)** **Demo Dealership 5 (Demo)**
 2007 Dodge Grand Caravan - 1D4GP24R57B194122 1600 Lexington Ave
 New York, New York 10029

You may drive and appraise my vehicle <input type="checkbox"/> <small>Initials</small> _____ Customer signature _____ Manager signature	Customer Information	
	Name:	<u>John Smith</u>
	Address:	<u>123 Main Street</u>
	City:	<u>Oak Brook</u>
	State:	<u>Illinois</u> Zip: <u>60523</u>
	Email:	<u>js@anymail.com</u>
	Phone (Home):	<u>(555) 555-5555</u>
	Phone (Work):	<u>(444) 444-4444</u>
	Phone (Mobile):	<u>(333) 333-3333</u>

Vehicle Information

VIN #:	<u>1D4GP24R57B194122</u>	Odometer:	<u>42,897</u>
Year:	<u>2007</u>	Color Interior:	<u>black</u>
Make:	<u>Dodge</u>	Color Exterior:	<u>Black</u>
Model:	<u>Grand Caravan</u>	Transmission:	_____
Trim:	<u>SE</u>	Condition:	_____

Additional Information

Comments: Clean no extra recon

Extended Warranty: _____ Good Until: _____

Factory Certification: Yes Time: _____ Odometer: _____

Previously Salvaged: _____ Flood Damage: _____

Factory Buyback: _____ Odometer Replaced: _____

Past Improvements: _____

Tag/Plate: _____ State: Illinois Exp: 12/31/2009 12:00:00 AM

Lien Registered To: _____ Phone: _____

Lien Account #: _____

Lien Address: _____

Lien Payoff: _____ Good Until: _____ Per Diem: _____

DMV Fee: _____

Title in the Name of: Mr. John Smith

Title in the State of: Illinois

Sales Person: Ed Test Appraisal Date: 03/16/2009 Est. Recon/Cert: \$800 / \$0

Appraised By: <u>Cathie Jarrett</u> <small>Signature</small>	Good Until: <u>03/23/2009</u>	Appraisal Amount: <u>\$6,698</u>
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The Salesperson or Used Car Manager can use the Appraisal Summary to explain the appraisal. For example, the Summary shows the anticipated reconditioning cost. That cost can be used to explain some of the difference between what a customer was expecting for the vehicle and the appraised value. Similarly, highlighting certain vehicle features can also help that explanation.

This particular appraisal summary is a standard report generated by vAuto from data used in the appraisal process.