

Understanding the Market Report

Market Report Basics

The Market Report is what your customer will see after putting in their contact info and the Year, Make, Model, and trim of their vehicle. This report transparently shows the local market supply and demand of their vehicle along with an estimated value to a dealer.

Vehicle Description

The vehicle is displayed in this upper portion of the report along with the vehicle trim, vehicle type, and engine info. An opportunity to validate the mileage of the vehicle is available here that will affect the value range in real time.

Supply, Value Range, and Demand

Supply - This map gives the consumer a clear visualization of the local supply of their vehicle. The map scale is dependent upon the available supply of the vehicle.

Value Range - This value range is based on TradePending's valuation methodology which takes all vehicles for sale and those that have recently sold and deducts your fixed costs from that number. The range allows for negotiation based upon the condition of the target vehicle. This range can be edited to match your strategy, contact TradePending support. *If your dealership also employs the TradePending single price offer solution, the orange button leads the consumer to a questionnaire further determining the vehicle condition.*

Demand - Selling a car can take time. This visualization shows how long the vehicle takes to sell in their market next to a similar vehicle of that type.

Tax Savings Banner Feature (optional)

This notification of tax savings displays an estimated State Tax credit value for a customer's trade-in vehicle. The tax credit depends on the state in which you reside. This feature can be implemented upon request, contact TradePending Support. *This feature does not apply in the following states: AK, DC, DE, HI, KY, MI, MT, NH, OR, VT, SC.*

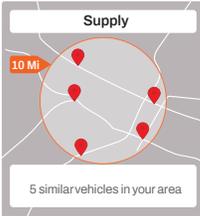


2016 Jeep Patriot Sport SE SUV [Change vehicle](#)

4X4 14 2.4L GAS

Mileage [Update](#)

Supply



5 similar vehicles in your area

Estimated Value to a Dealer

\$8,252 - \$9,565

[Find your sell price now →](#)

Estimated value of your car to Dealers based on listed vehicle prices. [See details](#)

Demand

Average days until sale in your market



Dealers may be more interested in trade-ins that sell quickly

Save more when you trade-in

Did you know that trading in your old car when you buy a car can save you money. Based on the estimated trade-in value you could save \$306

Great News! You can get more buying power for your trade

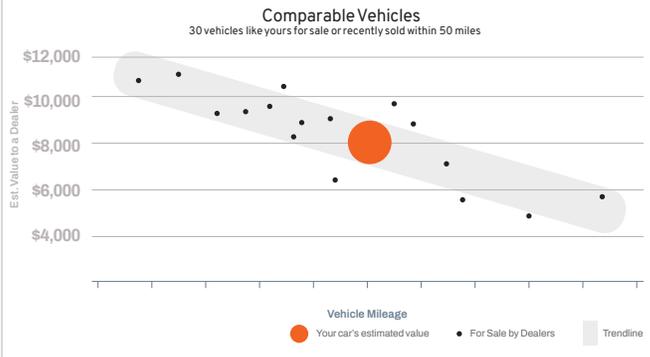
\$306

Estimated extra buying power from NC sales tax credit. [Learn More.](#)

Tax savings eligibility and amount may vary. See dealer for details.

Comparable Vehicles

30 vehicles like yours for sale or recently sold within 50 miles



Vehicle Mileage

● Your car's estimated value ● For Sale by Dealers ■ Trendline

Your Vehicle's Estimated Value

List Price Range	\$9,252 – \$10,565
Estimated Discount From List (3%)	\$319
Dealer Re-Conditioning	\$895
Depreciation	\$290
Dealer Advertising Cost 1	\$359
Average Dealer Overhead 2	\$1,110
Dealer Net Profit 3	\$116

Estimated Value to a Dealer: **\$8,252 – \$9,565**

¹NADA Data 2020 Midyear Report cites average advertising of \$289,637 divided by average total units of 807 = \$359

²Overhead takes historical average gross profit and reduces that by Net Profit, Advertising, and Re-conditioning costs

³Historical study of NADA Data reports, industry research, and internal data

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Understanding the Market Report (Page 2)

Comparable Vehicle Scatter Plot

This easy to ready graph highlights where the vehicle sits in the market. The large orange dot on the graph is the vehicle for which the report was run. The smaller dots represent comparative vehicles.

You can hover over the smaller dots to view the comparative vehicle's mileage, estimated trade value, estimated retail value and distance from your zipcode. By placing the consumer vehicle next to comparative vehicles on the market we create a foundation of trust for the value given.

2016 Jeep Patriot Sport SE
 132,315 miles
 Est. Trade: \$8,613
 Retail: \$11,995
 546 miles from you

Hover state of dots on scatter plot

Estimated Value Breakdown

Transparency builds trust. This list is broken down into several costs associated with taking in and reselling a vehicle. The costs that are not configurable are based on NADA data reports and they are attributed at the bottom of the page. All other costs can be configured to fit your dealership expenses and strategy, consult with TradePending support.

The Bottom Buttons

Share - Consumers can quickly send a copy of the market report to an email address or phone number of their choosing. Giving a quick option to other decision-makers in the household.

Print - Save the market report as a PDF or set up a designated computer in the dealership to run reports for printing out to assist with your in-store process.

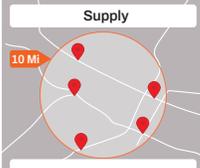


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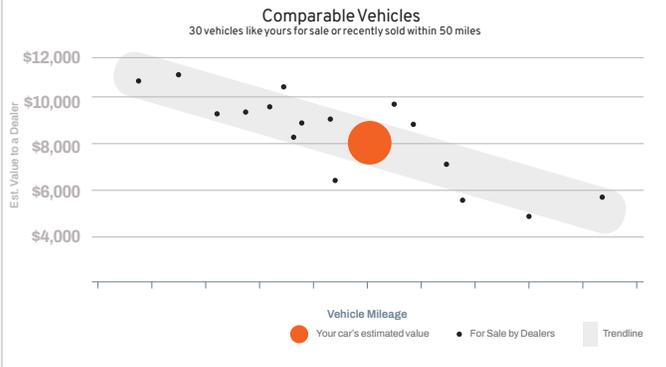
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