

# AutoVerify Trade-in

Driving the highest lead conversion %

Home **A//** Close

## 2019 Acura RDX A-Spec 4-Door Sedan

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### Average trade-in range

This range is based on 50 comparable vehicles nearby that are currently for sale or recently sold.

Vehicle	Trade-in Value
1	\$21,105
2	\$21,105
3	\$21,105
4	\$21,105
5	\$21,105
6	\$21,105
7	\$21,105
8	\$21,105
9	\$21,105
10	\$21,105
11	\$21,105
12	\$21,105
13	\$21,105
14	\$21,105
15	\$21,105
16	\$21,105
17	\$21,105
18	\$21,105
19	\$21,105
20	\$21,105
21	\$21,105
22	\$21,105
23	\$21,105
24	\$21,105
25	\$21,105
26	\$21,105
27	\$21,105
28	\$21,105
29	\$21,105
30	\$21,105
31	\$21,105
32	\$21,105
33	\$21,105
34	\$21,105
35	\$21,105
36	\$21,105
37	\$21,105
38	\$21,105
39	\$21,105
40	\$21,105
41	\$21,105
42	\$21,105
43	\$21,105
44	\$21,105
45	\$21,105
46	\$21,105
47	\$21,105
48	\$21,105
49	\$21,105
50	\$21,105

### Estimated trade-in value

Trading in and purchasing a new vehicle can earn you significant tax savings, depending where you live.

# \$25,415

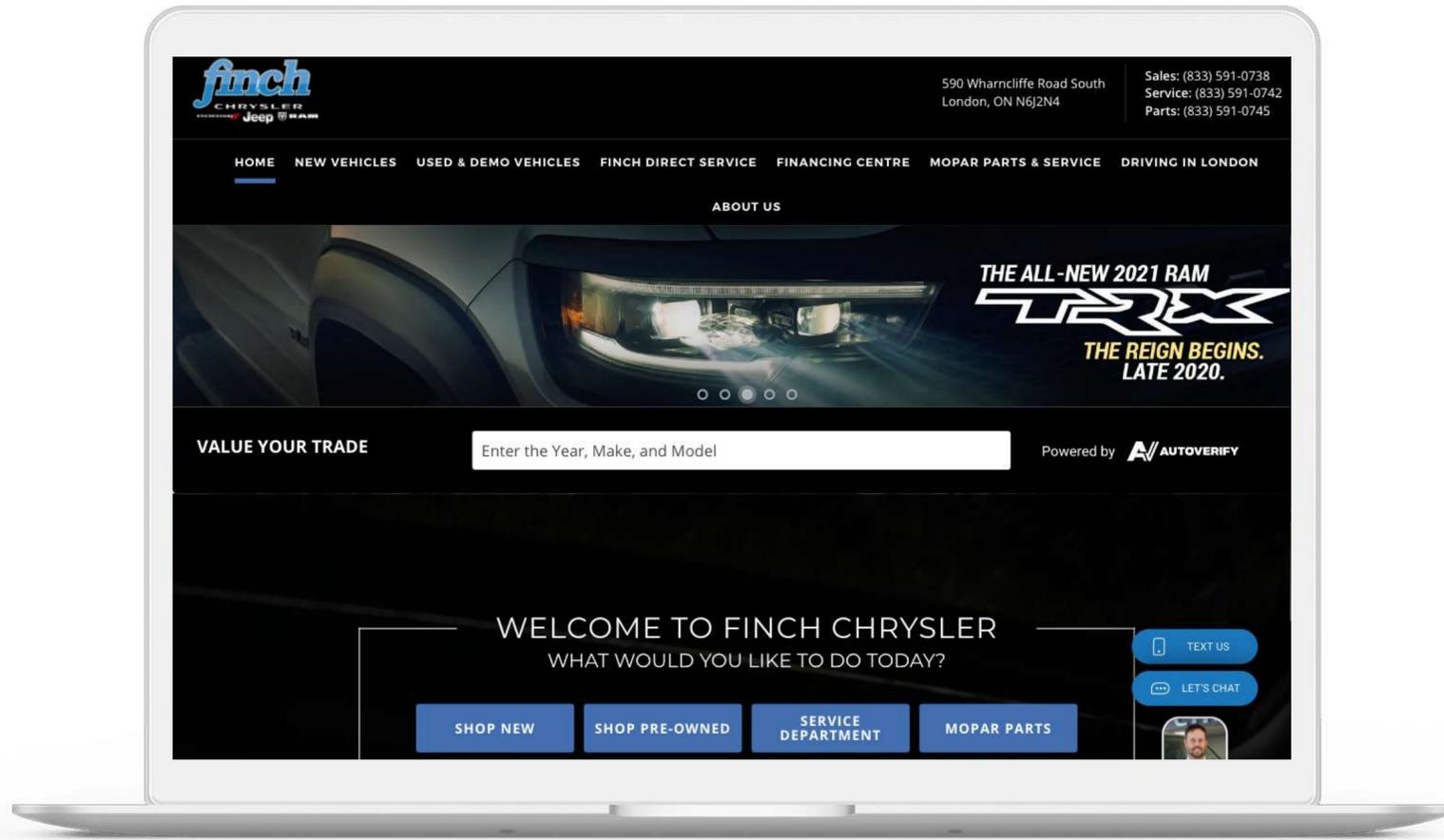
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**\$22,492** (Average trade-in price)  
**+ \$2,923** (Average tax savings)\*

\*13% provincial tax savings achieved by purchasing a vehicle from the same dealer you trade your vehicle with.

Next steps: [Can I get financing?](#)

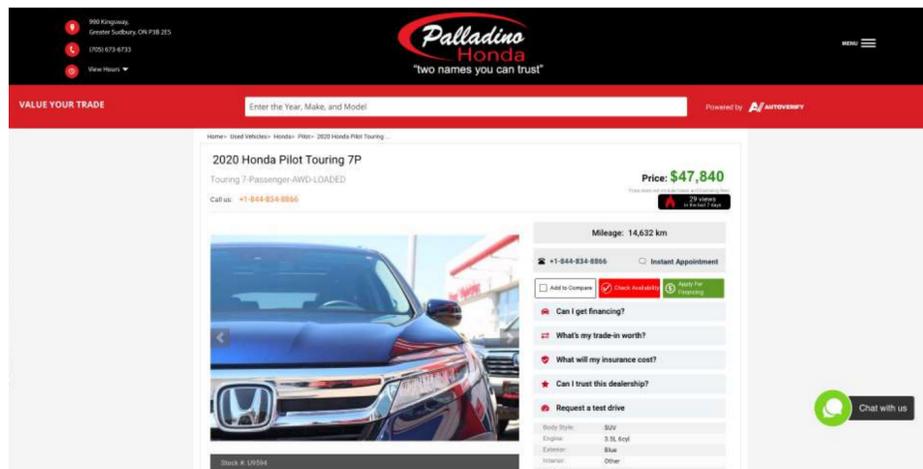
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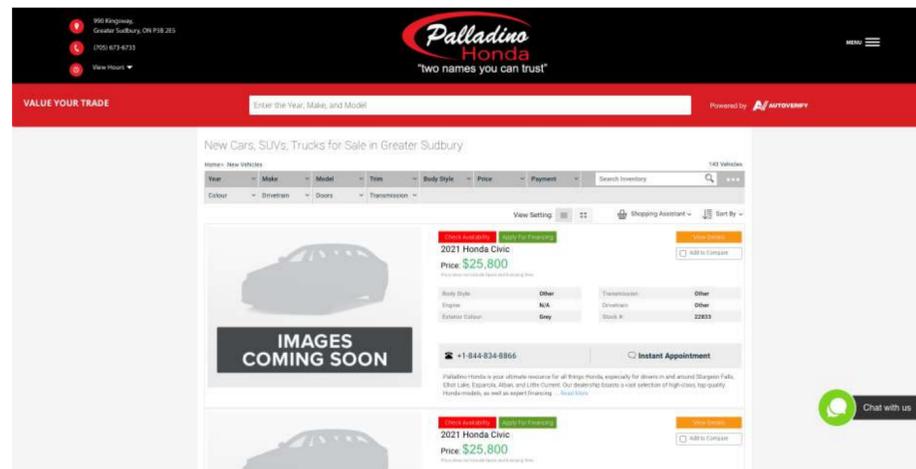
Home page - Desktop



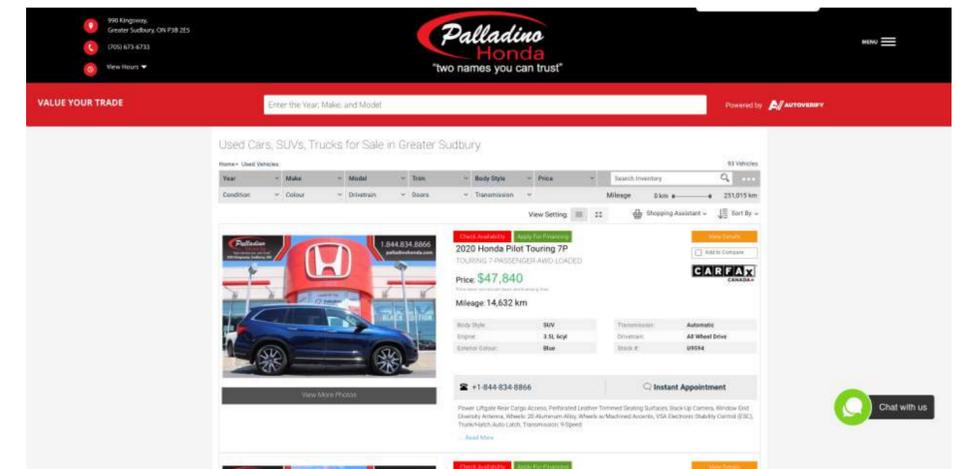
Home page - Mobile



VDPs



Inventories



Inventories

# Call Immediately

Focus on the trade-in

“Thanks so much for coming online,  
Did you get the report okay?

You have a \_\_\_\_\_ , right?

Awesome, **we want to buy your car.**

Can you come in so we can look it  
over?”

## Bottom line

Responding to web- generated  
leads within five minutes =



# Fake Objections

- ▶ **“Just browsing”**
- ▶ **“Just came to look”**
- ▶ **“I was just looking to see how much it was worth”**



# Fake Objections

## Persuade

Semi-confident and super confident “Yeah, that’s why...”	Control question	Ask for the business
<p>...I called so fast”</p> <p>...I’ve been calling you”</p> <p>...I wanted to email you (despite the fake number - I do that too!)”</p>	<p>“Did you notice how the report had a value range?”</p>	<p>“So I know you were just online doing some research, but we’d really like to buy your car. Would you be willing to bring it in so we can check it out and make you a real offer? Are you willing to sell?”</p>

# Real Objections

- ▶    
“I saw a higher value on \_\_\_\_\_.”
- ▶ “Just researching for now, not looking to make the switch until \_\_\_\_\_.”
- ▶ “I’m going with your competitor.”



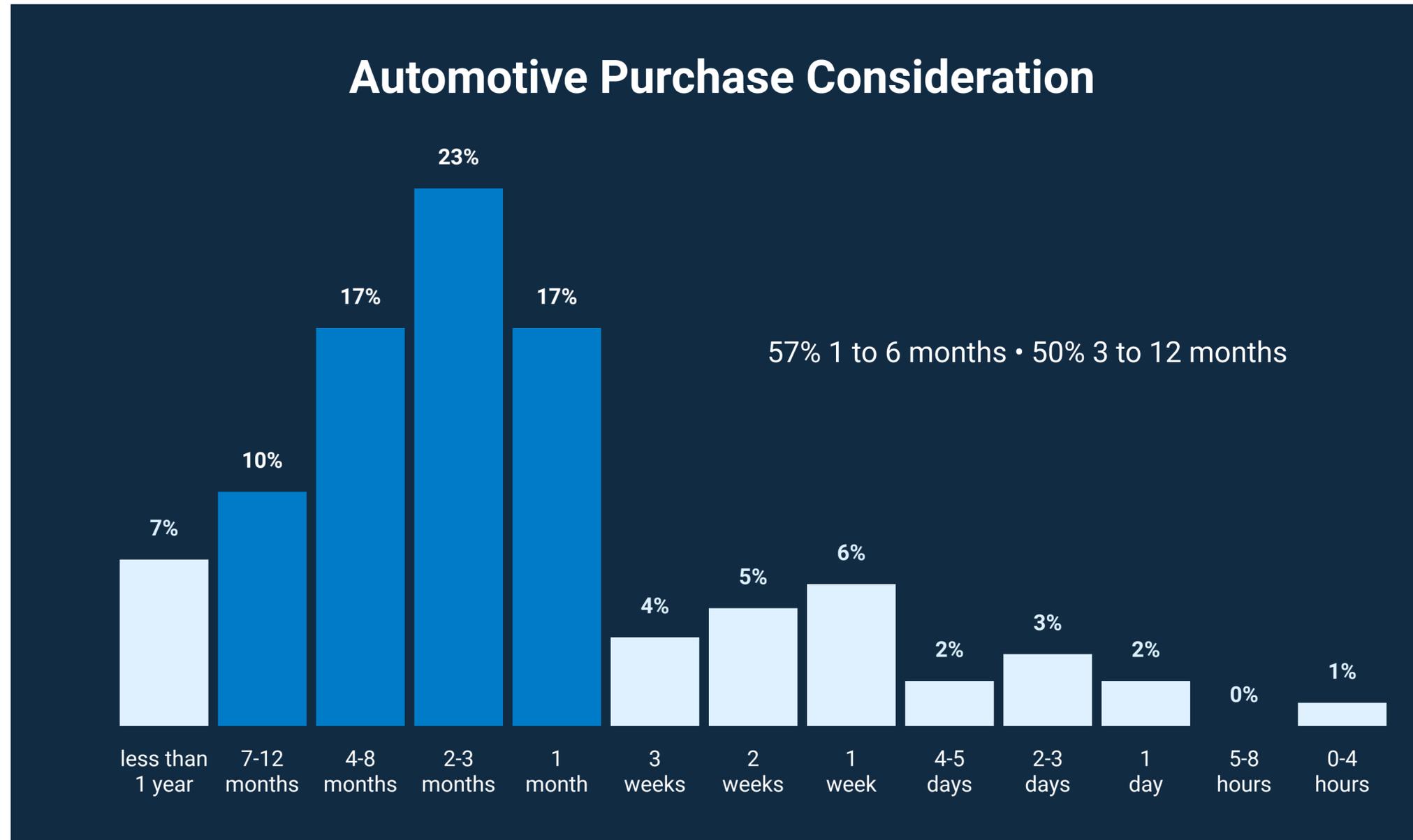
# Real Objections

## Educate

	Soften	Confirm	Align	Answer	Trial Close
<b>Don't like values</b>	That doesn't surprise me at all... you've probably seen numbers on Kijiji or Trader or List prices somewhere that are higher than the trade-in value right?	Exactly. Almost every one of my clients starts out a bit disappointed with trade-in numbers...	...But can I ask: did you see those dealer costs in the report? *WAIT*	Yeah, so those are the kinds of costs every dealership has when buying a trade-in, we'd pay more than any other dealer for your car and once the tax incentive hits a lot of clients get more than they could have selling it on their own.	So anyways... I know you weren't expecting my call, and I know you were just doing some online research -- but do you think it would make sense to come into the showroom so we can check your car out - make you an offer on it, and just explain those numbers so the offer makes sense?
<b>Not ready to buy</b>	Oh don't worry I know that... you were just doing some online research right?	Right. So I know you're not ready to buy anything and I promise I'm not looking to just sell you something...	..But can I ask: I don't see too many people downloading trade-in reports just for fun, were you just figuring out numbers for when the time IS right? *WAIT*	Yeah, so that's why I was call- ing. I know you're not ready to buy today but I figured you were doing research online and got to the point where an expert could give you personal advice in a way online research can't.	So anyways... I know you weren't expecting my call and you're not looking to buy anything right away -- but do you think it would make sense to just come in and get some clear answers on the trade-in or financing so you know when the time is right?
<b>Going with a competitor</b>	Yep that makes alot of sense... everyone is going with the best deal for them right?	Yeah. So I know you've probably been looking around for the best deal and that's why I'm calling...	... can I just ask: If we were the best deal for you is there any reason you WOULDN'T go with us? *WAIT*	Right?! So that's all I'm say- ing, I know you have other places to check and that's fine, but I also know we want to buy your car - and it would be just about impossible to beat our deal when we want your trade-in.	So anyways... I know you might have had other deal- erships in mind and I'm not looking for you to commit to anything -- but do you think it would make sense just to come in and structure the deal so you can see what gives you the best bang for your buck?

# Will 100% of the leads be good? **Nope.**

80% of business/sales comes from 20% of your leads



23% → < 21 days

40% → 3 weeks-3 months

27% → 4 months-1 year

7% → 1 year +

# Identify what's worthwhile

## GOLD

- All real contact info
- Comes from VDP/inventory

## GOOD

- All real contact info
- Comes from VDP/inventory

## OR

- No more than one fake field
- Comes from VDP/inventory

## POOR

- Fake email and fake phone

Name	Email Address	Phone Number	IP Address	Referral URL
Terrance Liska	terranceliske07@gmail.com	+18675884292	184.151.222.8	https://www.auroradodge.com/inventory/new/2017-ram-3500-yellowknife-northwest-territories/13886950
Gillian Lee	gleenwt@gmail.com	+18677654404	216.108.25.195	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Richard Andrews	richard.andrews911@gmail.com	+18674452189	216.108.179.178	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Niraj Babariya	nirbabariya@gmail.com	+16476322951	216.126.97.210	https://www.auroradodge.com/inventory/search?stock_type=Used&page=1&page_length=20&sort_by=price&sort_order=ASC
Neil Plato	nplato@northwestel.net	+18674456499	198.103.254.251	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Fred Harvey	Fredericharvey@hotmail.com	+19023412173	216.108.176.186	https://www.auroradodge.com/inventory/search?page=1&page_length=20&sort_by=price&sort_order=asc
Sampson Olson	Sampson_olson@hotmail.com	+18674467020	184.151.222.62	https://www.auroradodge.com/inventory/search?stock_type=Used&page=1&page_length=100&sort_by=price&sort_order=DESC
Vivian Fallon	v_fillion@hotmail.com	+18677658887	216.108.141.166	https://www.auroradodge.com/inventory/new/2017-jeep-new-compass-yellowknife-northwest-territories/13886951
Michael Francis	michaelfrancis86@hotmail.com	+18676881533	216.126.101.148	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Tyler	tyler96@live.ca	+19025795206	207.228.78.115	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Kristy Ony	Kristytony@aol.com	+18678725717	216.108.14.152	https://www.auroradodge.com/
Jimbo	Jimbomastodonte@hotmail.com	+18674440000	216.108.16.19	https://www.auroradodge.com/inventory/search?stock_type=Used&page=1&page_length=20&sort_by=price&sort_order=asc
Melanie Mailman	Melanie_mailman@hotmail.com	+18677658810	184.151.222.108	https://www.auroradodge.com/inventory/search?page=1&page_length=20&sort_by=price&sort_order=asc
Kayla Olson	kaylaolson@hotmail.ca	+18674455687	184.151.222.45	https://www.auroradodge.com/
Ray Paji	Pajimolinraymond@yahoo.ca	+14164528300	184.151.222.244	https://www.auroradodge.com/
Jayson Weber	arcticragtop@gmail.com	+18674459517	216.108.16.248	https://www.auroradodge.com/
Johnny	johnnycash@hotmail.com	+18674441111	131.137.245.207	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Johnny	johnnycash@hotmail.com	+18674441111	131.137.245.207	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Johnny	Johnnycash@hotmail.com	+18674440000	216.108.16.19	https://www.auroradodge.com/
John Smith	Shodan44@hotmail.com	+14035965064	216.108.14.246	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Johnny	Johnnycash@hotmail.com	+18674441111	216.108.16.19	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Test test	wthomson@auroradodge.ca	+18678734222	216.123.216.235	https://www.auroradodge.com/inventory/search?stock_type=New&page=1&page_length=20
Johnny	Johnnycash@hotmail.com	+18674441111	216.108.16.19	https://www.auroradodge.com/sell-us-your-car/book-your-appraisal/
Johnny	Johnnycash@hotmail.com	+18674440000	216.108.16.19	https://www.auroradodge.com/
Johnny	Johnnycash@hotmail.com	+18674441111	216.108.16.19	https://www.auroradodge.com/inventory/search?stock_type=Used&page=1&page_length=20

Don't let one bad apple spoil 15 good ones!

# | Questions?

**Schedule a call today!**

<https://app.hubspot.com/meetings/dliska>

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