



Kelley Blue Book  
**Instant  
Cash Offer**

# THRIVING IN THE NEW NORMAL - TRADE-INS BUILT ON TRUST

We're all doing our best to adapt to a situation that seems to change daily. While there is uncertainty ahead, there are many encouraging signs for the automotive industry. One thing that is certain, is that resilience and flexibility are key as we navigate these times.

So, what does it mean for dealers to be resilient in our current environment? Resilience is defined as the capacity to recover quickly from difficulties – and we have seen our industry determined to do just that. Certainly, digital retailing has been a central focus as dealers adapt to meet customers where they are.

The need to go all-in with digital and virtual options has never been more important for dealers, as consumers are looking for ways to shop from home for their next vehicle. Let's face it, it's never been easier for customers to move on to the next dealer if they aren't finding the information they need. And, we all know every deal counts in this environment.



So how do we take the friction out of the online buying process and make the most of every retail opportunity? We know from our research at Cox Automotive<sup>2</sup> that two of the biggest pain points for consumers are:

- 1) being able to get a fair price for their trade-in and
- 2) minimizing the amount of time that is spent at the dealership when buying a car

So, let's look at how we can address these concerns.

**The first pain point – getting a fair price for the trade – is key to keeping the digital deal going.** It's critical for consumers to be able to evaluate their car directly on your website. For customers to move forward with the vehicle they're considering, you have to offer a virtual evaluation on your VDP's. If they can't find everything they need on your website – they'll keep searching.

We have to remember that customers are bringing online shopping expectations from other industries to buying a car. Just like us, they go to Amazon to see what other customers say about a book and they go to a site like Consumer Reports for recommendations on something like a refrigerator. Customers want that same third-party endorsement for their new car. They want to know they're getting a fair deal.

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## Kelley Blue Book Instant Cash Offer

A tool like Instant Cash Offer helps the consumer understand how the vehicle value was calculated and have that valuation backed by Kelley Blue Book – the #1 most trusted third party automotive brand<sup>1</sup>. Furthermore, as a dealer, you can walk the customer through the Kelley Blue Book valuation and involve them in the process with a level of transparency no other trade-in tool can deliver. And all of this can be done remotely – over the phone, accessing the same Instant Cash Offer information online.

**When it comes to spending less time in the dealership, we know customers want to streamline the buying process and complete as many steps online as possible.** However, traditionally, the execution of the sale, including the final negotiation of the trade value, has taken place in person in the showroom. But COVID-19 has forever changed the expectations that consumers have for being able to buy a car from the comfort and safety of their home. Resilient dealers are quickly adapting and the majority, if not all of the execution is taking place online or remotely with a trusted trade-in valuation tool fully integrated in the digital retailing process.



So, at the end of the day, it's up to us to adapt and deliver the experience that customers want – by providing a trade-in value that the customer trusts and the ability to execute the sale with as little time possible spent in the dealership. No dealer can afford to let a trade-in evaluation kill a potential deal and eliminate the opportunity to take in another vehicle for their inventory.

## IS YOUR TRADE-IN PROCESS MEETING CUSTOMERS WHERE THEY ARE?

Now more than ever, customers need to feel informed, confident and safe. Trust and transparency are key to getting these deals. Online shoppers will keep searching until they find the experience that meets their needs. Being able to leverage a trusted brand like Kelley Blue Book, that has been valuing cars since 1926, puts the customer at ease and helps you get the deal faster.

Kelley Blue Book is the **#1 most trusted** third-party automotive brand<sup>3</sup>

1 - 2020 Cox Automotive COVID-19 Consumer & Dealer Impact Studies

2 - 2019 Cox Automotive Car Buyer Journey Study

3 - 2019 Cox Automotive Brand Tracker Study