



Kelley Blue Book
**Instant
Cash Offer**

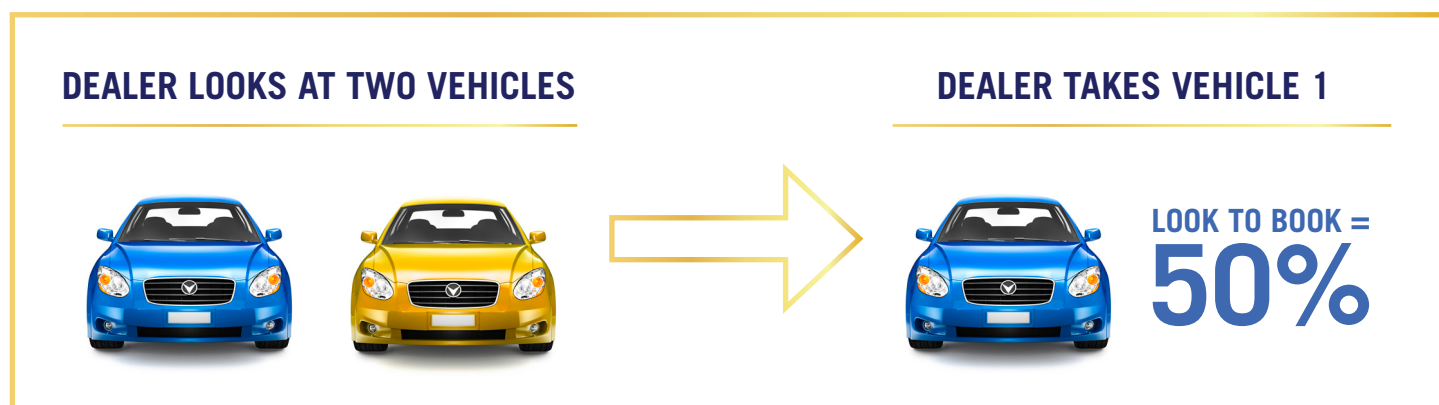
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WHAT IS LOOK TO BOOK AND WHY DOES IT MATTER?

Dealers are always looking for ways to drive profitability. Acquiring the right inventory for the right price is key to driving that profitability. Did you know that dealers who increase their Look to Book can own more cars for less?

HOW LOOK TO BOOK IS CALCULATED

Look to Book is calculated based on the number of trade opportunities looked at versus the number of trade opportunities won. If a dealer looks at two vehicles and takes one on trade, the Look to Book would be 50%.



WHY LOOK TO BOOK MATTERS

Tracking your Look to Book helps to determine the effectiveness of each appraisal. Look to Book should matter to dealers because it measures the win rate of trade opportunities and is a powerful indicator of operational efficiency. You can easily track success with the Instant Cash Offer Appraisal Report bringing together all of the data you need to monitor your profitability on each trade.

Appraisals With Offers			Look to Book	Price Mark	Adj % Cost to Market
Offer	# Appraisals	# Taken			
(No Origin)	2	1	50.0%	96	93%
KBB and ATC	5	2	40.0%	89	81%
Dealer Website	3	2	67.0%	95	89%
Dealer Initiated	33	17	52.0%	93	86%
Total:	43	22	51.0%	93	86%
Appraisals Without Offers			Look to Book	Price Mark	Adj % Cost to Market
Offer	# Appraisals	# Taken			
(No Offer)	67	0	40.0%	94	88%

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HOW LOOK TO BOOK IMPACTS THE BOTTOM LINE

If a dealer has a Look to Book of 45% and they move 4 points up on 200 appraisals, that's 8 additional car deals! Improving your Look to Book minimizes the necessity of going outside of the dealership for acquisition opportunities.

WIN MORE TRADES WHEN YOU IMPROVE YOUR LOOK TO BOOK*

INCREASE YOUR LOOK TO BOOK BY 4%
AND GET 8 ADDITIONAL CAR DEALS*



*percentage points, per 200 cars appraised

Dealers who are consistently adding a Kelley Blue Book Instant Cash Offer with the appraisal win more trades. On average, these dealers have a Look to Book rate that is **4% higher** than those who don't use Instant Cash Offer¹. Stand apart from the competition by associating an Instant Cash Offer from Kelley Blue Book – the #1 most trusted third-party automotive brand².

Improve Your Look to Book to take advantage of every trade-in opportunity!

**Maximize customer opportunities – online and in the showroom with Kelley Blue Book Instant Cash Offer!
To learn more, visit www.b2b.kbb.com/looktobook.**

1 - vAuto Provision Data Sept 2020-Feb 2021

2 - 2019 Cox Automotive Brand Tracker Study