



Instant Cash Offer



Trade-In Advisor

SUCCESS STORY

Van Horn Automotive Group

Van Horn Automotive Group, an employee-owned dealership headquartered in Plymouth, Wisconsin, made a commitment two years ago to strive for consistent appraisals across all of their rooftops. They knew they needed to **standardize their vehicle acquisition process** in order to feed inventory to the group's 16 stores.

In 2019, they saw an opportunity to create a process that would provide them quality leads while increasing their profits and efficiencies across the group. Van Horn Automotive Group, a Kelley Blue Book® Instant Cash Offer customer since 2017, realized they had the potential of **generating even more leads and inventory opportunities by adding Trade-In Advisor** to their process.



Before Kelley Blue Book® Trade-In Advisor

To show their customers they could provide vehicle valuations and a place to sell their car, Van Horn had “sell your car” and “value your trade” buttons on their website. However, the buttons took the user to a different web page and away from the site. Not only that, the process to value a vehicle was so involved that people abandoned it. Van Horn needed a way to keep customers on their website. After seeing Trade-In Advisor in action, **they knew this was the solution to keep their customers engaged on their website.**

The Power of Kelley Blue Book® Instant Cash Offer + Kelley Blue Book® Trade-In Advisor

With Kelley Blue Book® Instant Cash Offer and Kelley Blue Book® Trade-In Advisor, Van Horn can better evaluate every trade – and they do! With the two solutions, Van Horn can transfer to the Kelley Blue Book® Instant Cash Offer process from Kelley Blue Book® Trade-In Advisor. They always ask their customers, “Would you like to get a Kelley Blue Book® Instant Cash Offer?” That way, Van Horn can provide a guaranteed offer to customers who are ready to take the next step in selling or trading in their car.



Instant Cash Offer is a much more involved process. When people are committed to the idea of selling or trading in their car, they are willing to take the time to fill out the precise information.

- Ryan Thiel, Marketing Director, Van Horn Automotive Group



The dealership enjoys using Kelley Blue Book® Trade-In Advisor because it's user-friendly for their team and their customers. To make the most of every inventory opportunity, five different departments use Kelley Blue Book® Instant Cash Offer at Van Horn, including their:

- Appraisers
- Service Department
- Van Horn Direct (online sales)
- Marketing Team
- Kelley Blue Book® Buying Center

When Van Horn implemented Kelley Blue Book® Trade-In Advisor, they made it much more noticeable through banners and landing pages on their websites. "We like to be announced. We want people to know that when they click on a button, their information is safe with our dealership and they won't be receiving a call from anyone except Van Horn," Thiel said.



After Using Kelley Blue Book® Instant Cash Offer + Kelley Blue Book® Trade-In Advisor

From a marketing standpoint, Van Horn has "you sell, we buy campaigns." They use Kelley Blue Book® Instant Cash Offer and Kelley Blue Book® Trade-In Advisor on their website for promotions including customized banners on their website, campaigns at the dealership and making sure the button placement on their websites will attract their customers. Kelley Blue Book® Instant Cash Offer and Kelley Blue Book® Trade-In Advisor allows Van Horn to create solid acquisition processes the whole group can use. When one rooftop sees great results, they want to make sure other rooftops follow by example. Which is why Van Horn has a set list of solutions each rooftop uses, so everyone is using the same tools for success.

Better Leads and Results

Van Horn's centralized business development center goes through every phone and digital lead that comes in from either Kelley Blue Book® Instant Cash Offer or Kelley Blue Book® Trade-In Advisor. They set appointments with customers whether they are in-person or remote. By combining the power of Kelley Blue Book® Instant Cash Offer and Kelley Blue Book® Trade-In Advisor, Van Horn has the **flexibility** to meet their customers where they are in the buying journey.

Van Horn understands that their customers want a hassle-free experience and need to feel confident in their vehicle's value. With Kelley Blue Book® Instant Cash Offer and Kelley Blue Book® Trade-In Advisor, Van Horn Automotive Group was able to use these tools to create a more **consistent** acquisition process, **increase** their overall Kelley Blue Book® leads by 74% and **increase** their overall Kelley Blue Book® sales by 83%.



*Comparing May – Oct of 2020 with KBB Vehicle Evaluator vs. Nov – Apr of 2021 with KBB Trade-In Advisor. Based on one dealership's experience and not a guarantee of similar results.

† LeadDriver vs. Trade-in Advisor. LeadDriver captures leads from in-market car shoppers as they explore Kelley Blue Book® Trade-In Values on your website.

To see how you could get similar results at your dealership, visit
b2b.kbb.com/VanHornSuccessStory