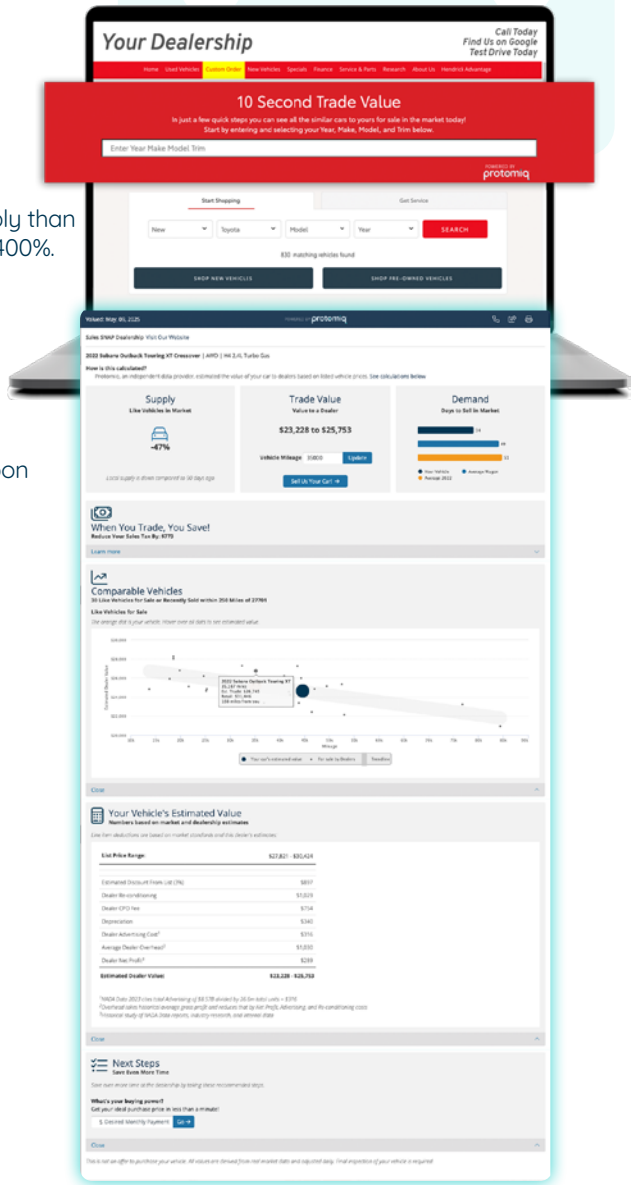
protomiq

Formerly Known As TradePending

Created for Stellantis

# trade+

Automotive industry's highest **ROI website conversion tool** for trade-in leads and inventory sourcing




## Benefits

### Highest ROI Web Conversion Tool
Trade converts your website traffic to leads more effectively and affordably than any other solution in the market today. Trade-in leads typically grow 300-400%.

### Inventory Sourcing
Configure the factors that influence a trade-in range to align with your sourcing strategy.

### Increased Gross/Net
Configure your trade-in ranges to be conservative or aggressive based upon your playbook, resulting in more gross on vehicles acquired and sold.

## Key Differentiators

### Real-Time, Local Market Data
Values are localized to your dealership, not to book values or irrelevant national averages.

### Hot Leads Report
Do you know who keeps revisiting your site and which vehicles they're browsing? We do. We deliver these high closing percentage leads to you on a silver platter daily.

### Value Watch
Trade leads are automatically subscribed to Value Watch (purchased separately) to receive automated monthly texts and emails of their vehicle's value.

### Video
Customers can take a video of their vehicle, creating super leads and setting realistic expectations on vehicle condition.

★★★★★

**"We have received more leads in the first month with Protomiq than we had in the last 3 with KBB."**

Chris Johnston, General Manager, VW of Duluth

## Trusted by thousands of franchise dealerships, everyday.

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