



## Instant Cash Offer

EXPERT APPRAISAL | MAZDA

# The best way to source the inventory you need



Kelley Blue Book® Instant Cash Offer Expert Appraisal is the best way to source in-demand inventory directly from consumers. Connect with consumers ready to sell their vehicles and drive away in new ones from your inventory.



- Bring the power of Kelley Blue Book® – the #1 most trusted site among ready-to-purchase consumers – to your OEM certified website
- Increase look-to-book and decrease cost-to-market
- Reduce acquisition costs and dependence on other less reliable sources of inventory
- Fuel acquisition and replacement vehicle sales opportunities
- Drive operational efficiencies with data, insights and integrations

### Here's what you can expect with Expert Appraisal

- ✓ Access the Instant Cash Offer Appraisal tool
- ✓ Digital services, marketing, training and Performance Management support
- ✓ Service drive and Digital Retailing integrations
- ✓ Appointment requests
- ✓ Sight unseen appraisals
- ✓ Guaranteed buy-back

### Source inventory from your:



Website



Showroom



Service Lanes

To enroll, visit your digital portal:  
[www.mazdadigitalcertified.com/packages/6/51](http://www.mazdadigitalcertified.com/packages/6/51)





Kelley Blue Book

TRADE-IN ADVISOR | MAZDA

## The best way to win the inventory you need



Acquire in-demand inventory directly from your customers with Kelley Blue Book®.

Connect with customers ready to sell or trade in their vehicles and drive away in new ones from your inventory.

**#1**

Kelley Blue Book® is the **#1 most trusted** site among ready-to-purchase consumers.<sup>1</sup>

**75%**

**75% of consumers** who trade in their vehicles use Kelley Blue Book® tools during their shopping process.<sup>2</sup>

### A digital experience that works with your Mazda tools

Use the following capabilities to build up customer loyalty and find more acquisition opportunities from your website, showroom and service lanes.



#### Trade-In Advisor

- ✓ Capture consumer information in first step of the valuation process
- ✓ Trade-in range that updates automatically based on your vehicle information
- ✓ Keep car shoppers engaged on your dealership's website
- ✓ Responsive design includes predictive search and progress indicators
- ✓ Support higher conversion rates and increased lead volumes

<sup>1</sup>Cox Automotive Q4'24 Consumer Brand Tracker Research, <sup>2</sup>2023 Cox Automotive Car Buyer Journey Study, Cox Automotive

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