



TRADE-IN MARKETPLACE

Dealer Admin Tool Operation Manual and How-to Guide

Welcome!

This is the Dealer Operation Manual for the Trade-In Marketplace Admin Tool. Here you will find detailed information about all of the features and functions to help you manage and process your Instant Trade-In Offers.

The TIM Admin Tool consists of six main sections:**Dashboard**

This is the main workspace to manage offers. Here you will locate, process, and store all Instant Trade-In Offers.

Inspection Checklist

This valuable tool will assist you during the vehicle inspection process to ensure you have all conditions captured and accounted for in each Instant Trade-In Offer.

Quick Quote Tool

Located inside the 'Dashboard', this pricing tool allows you to quickly determine the estimated value of any Make and Model that is in excellent condition.

Marketing

Easy access to effective graphic designs to help you promote the Trade-In Marketplace in your store, on your lot, and on your website.

Reporting

Detailed data gives you visibility into the performance your Dealership is experiencing with the Trade-In Marketplace. You will see total offer counts broken down by source, a supporting graph chart, and the ability to gauge how well your store is utilizing the TIM tools and processes; plus, a rolling 12 month historical look into your TIM activity.

Profile

Provides visibility as to how your Trade-In Marketplace account is set-up and allows you the ability to make changes to your preferred contacts inside your Dealership that are handling the TIM process.

These sections and more are accessible via the TIM Homepage.

Homepage

The Homepage is designed to provide easy access for Dealers to all components of the TIM Admin Tool. Four main modules allow Dealers to quickly create and search for Instant Offers, create Quick Quotes and an Inspection Checklist. In addition, there is a module containing various how-to guides and merchandising tools.

Get a New Offer 1

Create a Trade-In Offer for walk-in traffic or your existing inventory.

[Start Offer](#)



Search Existing Offers 2

Go to the [Dashboard](#) for more options.

Email
ZIP

OR

VIN (last 8 digits required)

[Search Offers](#)

Get a New Quick Quote 3

Get an estimated trade-in quote for a make and model in excellent condition.

VIN
OR
Year Select Year
Make Select Make
Model Select Model

[Start Quote](#)

Get an Inspection Checklist 7

Create a prepopulated checklist.

[Start Checklist](#)

OR

Print a blank Inspection Checklist

[Two-door car](#) 
[Four-door car](#) 
[Van or SUV](#) 
[Pickup truck](#) 

Marketing & Tools

Get guides, tips, answers to FAQs and marketing tools.

How-To Guides

[How to Create an Offer](#)
[Incoming Offers Guide](#)
[Quick Quote Guide](#)

Dealer Insights

[FAQs](#)

Marketing 6

[Window Sticker](#)
[Logo](#)
[Marketing on your website](#)
[AutoTrader.com Dealer Site](#)
[Auction List](#)

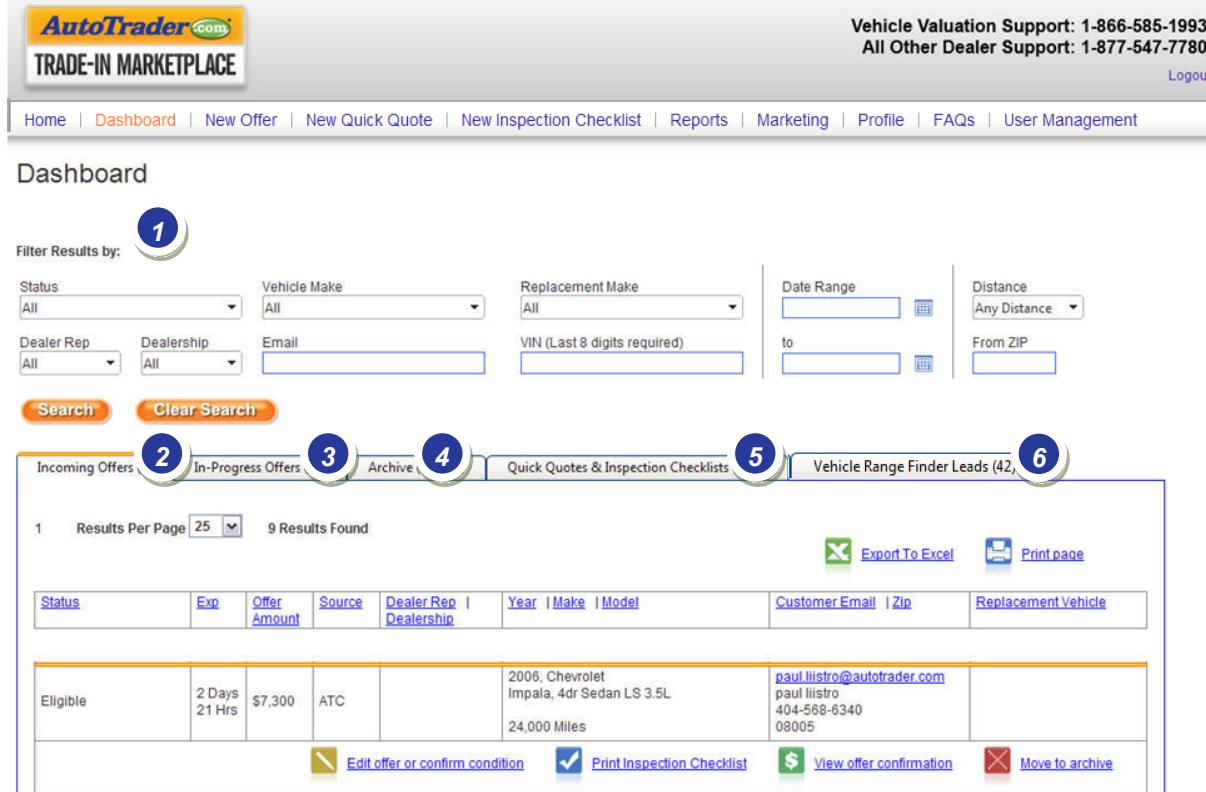
- 1 Get a New Offer** – Click the “Start Offer” button to begin generating an Instant Offer for walk-ins or for your existing inventory.
- 2 Search Existing Offers** – To search for a Consumer’s Instant Offer enter their email address and zip code or last 8 digits of the VIN and click “Search Offers”.
- 3 Get a New Quick Quote** – Use this pricing tool to generate an estimated trade-in quote for a Make and Model in excellent condition.
- 4 How to Guides** – Click any of these links to view step-by-step guides on various processes within the TIM Admin Tool.
- 5 Dealer Insights** – Click this link to view Dealer testimonials and TIM Best Practices as well as FAQs.
- 6 Marketing** – These links contain TIM graphics that can be printed and used to promote TIM inside the Dealership.
- 7 Get an Inspection Checklist** – Create a pre-populated and personalized inspection checklist to verify conditions of all trade-ins.

The Dashboard

The Dashboard is the main workspace to manage offers. Here you will locate, process, and store all Instant Trade-In Offers.

Instant Offers will be categorized into three main tabs – Incoming Offers, In-Progress Offers, and Archive. These tabs allow Dealers to locate and manage Consumer offers based on what stage they are in the process. An offer will automatically be placed into specific tabs based on the current status of the offer.

Quick Quotes and completed Inspection Checklists can also be located on the Dashboard.



Vehicle Valuation Support: 1-866-585-1993
All Other Dealer Support: 1-877-547-7780

Logout

Home | Dashboard | New Offer | New Quick Quote | New Inspection Checklist | Reports | Marketing | Profile | FAQs | User Management

Dashboard

Filter Results by:

Status: All | Vehicle Make: All | Replacement Make: All | Date Range: [] to [] | Distance: Any Distance

Dealer Rep: All | Dealership: All | Email: [] | VIN (Last 8 digits required): []

Search | Clear Search

1 2 3 4 5 6

Incoming Offers | In-Progress Offers | Archive | Quick Quotes & Inspection Checklists | Vehicle Range Finder Leads (42)

1 Results Per Page: 25 | 9 Results Found

Export To Excel | Print page

Status	Exp	Offer Amount	Source	Dealer Rep Dealership	Year	Make	Model	Customer Email	Zip	Replacement Vehicle
Eligible	2 Days 21 Hrs	\$7,300	ATC		2006	Chevrolet	Impala, 4dr Sedan LS 3.5L	paul.liistro@autotrader.com		
							24,000 Miles	paul.liistro	404-568-6340	
								08005		

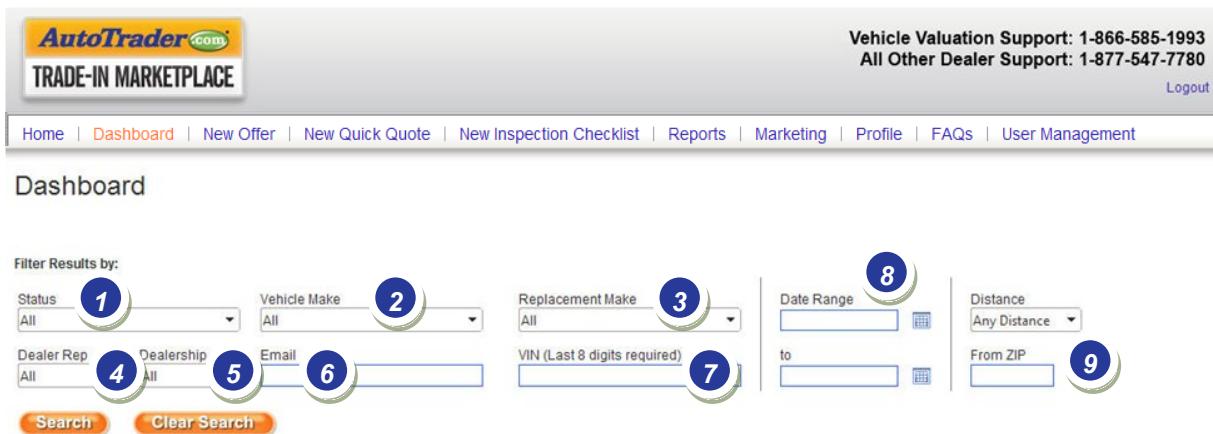
Edit offer or confirm condition | Print Inspection Checklist | View offer confirmation | Move to archive

- 1 **Filtering** – Dealers have the ability to sort offers with a variety of criteria using these filters.
- 2 **Incoming Offers Tab** – where newly generated Consumer offers are found.
- 3 **In-Progress Offers Tab** – where Consumer offers that are being processed for completion are found.
- 4 **Archive Tab** – where Consumer offers that have been completed or have expired are found. (90-day achieve only)
- 5 **Quick Quotes & Inspection Checklists Tab** – can be used in any situation that calls for the need to get a ‘retail ready’ value in seconds.
- 6 **Vehicle Range Finder Leads Tab** – where Vehicle Range Finder leads are found.

Universal Filtering

Dealers have the ability to sort offers with a variety of criteria using these filters.

Please be advised that filtering will be applied to all four tabs when the “Search” button is clicked. To undo this filtering, simply click on the “Clear Search” button and the offer list will return to the default state.



Vehicle Valuation Support: 1-866-585-1993
All Other Dealer Support: 1-877-547-7780
Logout

Home | Dashboard | New Offer | New Quick Quote | New Inspection Checklist | Reports | Marketing | Profile | FAQs | User Management

Dashboard

Filter Results by:

- Status (1)
- Vehicle Make (2)
- Replacement Make (3)
- Dealer Rep (4)
- Dealership (5)
- Email (6)
- VIN (Last 8 digits required) (7)
- Date Range (8)
- Distance (9)

Search **Clear Search**

- 1 **Status** – Sort by current status of each individual offer (refer to Status Definitions on page 7)
- 2 **Vehicle Make** – Sort by the Make of the Consumer's trade-in vehicle.
- 3 **Replacement Vehicle** – Sort by Make of the vehicle the Consumer wants to purchase.
- 4 **Dealer Rep** – Sort by the Dealer Rep inside the store that is working the offer.
- 5 **Dealership** – Sort by Dealership name (for multi-rooftop Dealers and Dealer groups).
- 6 **Email** – Sort by Consumer email address.
- 7 **Last 8 VIN** – Sort by last 8 digits of the VIN.
- 8 **Date Range** – Sort by a selected date range.
- 9 **Distance to ZIP** – Sort by distance from a specified zip code.

Incoming Offers

Inside the “Incoming Offers” Tab is where newly generated Consumer offers are found. These are the In-Market Shoppers that have been sent to the Dealership and are available to contact. These offers were generated from either the main AutoTrader.com site, the links on the Dealer’s ATC inventory listings or the link on the Dealership’s website.

Incoming Offers		In-Progress Offers		Archive		Quick Quotes & Inspection Checklists		Vehicle Range Finder Leads (42)					
1	2	3	4	5	6	7	8	9	10	...	Results Per Page	25	232 Results Found
Status		Offer Amount		Source		Dealer Rep Dealership		Year Make Model		Customer Email ZIP		Replacement Vehicle	
Eligible	2 Days 4 Hrs	\$5,508	ATC Inventory	Bob Stuth 404-568-6820 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	mwolpers@comcast.net Matt Wolpers 404.542.6211 30005	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram						
<div style="display: flex; justify-content: space-around;"> 4 5 6 7 </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;">  Edit offer or confirm condition <input checked="" type="checkbox"/> Print Inspection Checklist  View offer confirmation  Move to archive </div>													
Pending ATC Review	Pending	Pending	Kiosk	Rod Patterson 404-568-8414 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	fsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda						
<div style="display: flex; justify-content: space-around;">  Edit offer or confirm condition <input checked="" type="checkbox"/> Print Inspection Checklist  Move to archive </div>													

What can be done in this tab?

It is inside this tab where Dealers will begin actions to process Consumer offers. Viewing, editing offers to add additional conditions, and selecting the “Condition Confirmed” button are done here. An inspection checklist option is available for print on each individual offer.

How long will offers remain in this tab?

There are two scenarios: 1) An offer will instantly be moved over to the “In-Progress” Tab once the “Confirmed Condition” button is selected. 2) If a Dealer does not take any action on an offer, the offer will remain in this tab until the original 72 hour period expires. At that time the offer will automatically be moved to the “Archive” Tab.

- 1 **Export to Excel function** – Export all details of this offer list view to Excel.
- 2 **Print page** – Print all details of this offer list view.
- 3 **Column Headers** – Click on any of these columns to sort the offer list view by that category.
- 4 **Edit offer or confirm condition** – Click this link to open the edit side of an offer and add additional conditions or to select the “Confirmed Condition” button.
- 5 **Print Inspection Checklist** – Click this link to print a pre-populated TIM Inspection Checklist that is personalized to the Consumer and their vehicle.
- 6 **View offer confirmation** – Click this link to open an offer in ‘view only’ mode to review it with the Consumer.
- 7 **Move to Archive** – When no action is needed on an offer, click this link to remove it from this tab and move it to the “Archive” Tab.

Status Definitions

The following defines all of the statuses that can be associated with offers and when they are applicable.

Status		Offer Amount	Source	Dealer Rep Dealership	Year Make Model	Customer Email ZIP	Replacement Vehicle
Eligible	1	2 Days 4 Hrs	\$5,508	ATC Inventory	Bob Stuth 404-568-6820 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles mwolpers@comcast.net Matt Wolpers 404.542.6211 30005	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram Van 350
Pending ATC Review	Pending	Pending	Kiosk	Rod Patterson 404-568-8414 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles tsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda	

*Typically, a manual review is completed within minutes, but please allow until the next business day.

**You can resubmit the offer, but the offer amount may change from the original offer.

- 1 **Pending ATC Review** – The offer requires manual review by AutoTrader.com.*
- Pending Dealer Review** – A vehicle needs to be inspected by a Dealer before an offer can be given.
- Eligible** – The vehicle is eligible for an Instant Trade-In Offer.
- Ineligible** – The vehicle is not eligible for an Instant Trade-In Offer.
- Modified** – The offer has been changed by your Dealership.
- Confirmed** – The vehicle's condition has been confirmed by your Dealership.
- Grounded** – The vehicle has been grounded by your Dealership.
- Inventory** – The vehicle has been added to your inventory.
- Auctioning** – The vehicle is in the process of being scheduled for auction.
- Expired** – The offer has expired. **
- At Auction** – The vehicle has been scheduled for liquidation and the auction has confirmed receipt.

In-Progress Offers

Consumer offers that have been “Condition Confirmed” in the “Incoming Offers” Tab are then moved to the “In-Progress Offers” Tab; this is the second stage of processing offers. Once the Dealer completes a deal and takes possession of a vehicle, it is necessary to then select the “Ground” button.

After the Ground, Keep for Inventory and/or Schedule for Auction buttons become available offers will remain in this tab regardless of action/inaction until the original 72 hour period expires. After that time it will automatically be moved to the “Archive” Tab. To prevent an offer from automatically moving to the “Archive” Tab when it expires, Dealers can opt to ‘Lock’ the offer to keep it in the “In-Progress” Tab.

[Incoming Offers](#) [In-Progress Offers](#) [Archive](#) [Quick Quotes & Inspection Checklists](#) [Vehicle Range Finder Leads \(42\)](#)

1 2 3 4 5 6 7 8 9 10 ... Results Per Page 25 232 Results Found [Export to Excel](#) [Print page](#)

Status	Exp	Offer Amount	Source	Dealer Rep / Dealership	Year Make Model	Customer Email ZIP	Replacement Vehicle
Eligible	2 Days 4 Hrs	\$5,508	ATC Inventory	Bob Stuth 404-568-6820	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	mwlopers@comcast.net Matt Wolpers 404.542.6211 30005	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram 1500
<div style="display: flex; justify-content: space-around;"> 1 2 3 4 5 </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <input type="checkbox"/> Keep In-Progress <input type="button" value="Edit offer or confirm condition"/> <input checked="" type="checkbox"/> Print Inspection Checklist <input type="button" value="View offer confirmation"/> <input type="button" value="Move to archive"/> </div>							
Auctioning	2 Days 10 Hrs	\$5,508	Kiosk	Rod Patterson 404-568-8414	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	tsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda
<div style="display: flex; justify-content: space-around;"> <input type="checkbox"/> Keep In-Progress <input type="button" value="View Auction List"/> <input type="button" value="Review confirmed offer"/> <input type="button" value="View offer confirmation"/> <input type="button" value="Move to archive"/> </div>							
Confirmed	1 Day 5 Hrs	\$10,524	Dealer Initiated	Nancy Nethery 404-568-8155	2008 Honda Accord, 4dr Sedan Automatic LX 9A009568 48236	mark@harborsideappraisal.com Mark Wolpers 781-749-2266	1998 - 2005 Used BMW, M5
Ground							
<div style="display: flex; justify-content: space-around;"> <input type="checkbox"/> Keep In-Progress <input type="button" value="Review confirmed offer"/> <input checked="" type="checkbox"/> Print Inspection Checklist <input type="button" value="View offer confirmation"/> <input type="button" value="Move to archive"/> </div>							
Grounded	1 Day 5 Hrs	\$10,524	Dealer's Website	Murali Rayidi 404-568-7842	2003 Chevrolet Silverado and other C/K1500 4x4 Extended Cab 2GCEK19T31323857 154,338 Miles	Benjamin.Matthew.Wolpers@comcast.net Benjamin Wolpers 770-622-9341	2007-2010 New BMW, 325 Volvo, 240 Audi, 200
<input type="button" value="Keep for Inventory"/> <input type="button" value="Schedule for Auction"/>							
<div style="display: flex; justify-content: space-around;"> <input type="checkbox"/> Keep In-Progress <input type="button" value="Review confirmed offer"/> <input checked="" type="checkbox"/> Print Inspection Checklist <input type="button" value="Move to archive"/> </div>							

- 1 Keep In-Progress Lock** – Click on this box to keep an offer inside the “In-Progress” Tab. This will prevent the offer from automatically moving to the “Archive” Tab.
- 2 Edit offer or confirm condition** – Click this link to open the edit side of an offer and add additional conditions.
- 3 Print Inspection Checklist** – Click this link to print a pre-populated TIM Inspection Checklist that is personalized to the Consumer and their vehicle.
- 4 View offer confirmation** – Click this link to open an offer in ‘view only’ mode to review it with the Consumer.
- 5 Move to Archive** – When no action is needed on an offer, click this link to remove it from this tab and move it to the “Archive” Tab.

In-Progress Offers

Consumer offers that have been “Condition Confirmed” in the “Incoming Offers” Tab are then moved to the “In-Progress Offers” Tab; this is the second stage of processing offers. Once the Dealer completes a deal and takes possession of a vehicle, it is necessary to then select the “Ground” button.

After the Ground, Keep for Inventory and/or Schedule for Auction buttons become available offers will remain in this tab regardless of action/inaction until the original 72 hour period expires. After that time it will automatically be moved to the “Archive” Tab. To prevent an offer from automatically moving to the “Archive” Tab when it expires, Dealers can opt to ‘Lock’ the offer to keep it in the “In-Progress” Tab.

Incoming Offers **In-Progress Offers** **Archive** **Quick Quotes & Inspection Checklists** **Vehicle Range Finder Leads (42)**

1 2 3 4 5 6 7 8 9 10 ... Results Per Page 25 232 Results Found [Export to Excel](#) [Print page](#)

Status	Exp	Offer Amount	Source	Dealer Rep / Dealership	Year Make Model	Customer Email ZIP	Replacement Vehicle
Eligible	2 Days 4 Hrs	\$5,508	ATC Inventory	Bob Stuth 404-568-6820 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	mwlopers@comcast.net Matt Wolpers 404.542.6211 30005	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram 1500
<div style="display: flex; justify-content: space-between;"> 1 2 3 4 5 </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <input type="checkbox"/> Keep In-Progress Edit offer or confirm condition <input checked="" type="checkbox"/> Print Inspection Checklist View offer confirmation Move to archive </div>							
Auctioning	2 Days 10 Hrs	\$5,508	Kiosk	Rod Patterson 404-568-8414 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	tsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda
<div style="display: flex; justify-content: space-between;"> 6 </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <input type="checkbox"/> Keep In-Progress View Auction List Review confirmed offer View offer confirmation Move to archive </div>							
Confirmed	1 Day 5 Hrs	\$10,524	Dealer Initiated	Nancy Nethery 404-568-8155 Nalley BMW	2008 Honda Accord, 4dr Sedan Automatic LX 9A009568 48236	mark@harborsideappraisal.com Mark Wolpers 781-749-2266	1998 - 2005 Used BMW, M5
<div style="display: flex; justify-content: space-between;"> 7 </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Ground Review confirmed offer <input checked="" type="checkbox"/> Print Inspection Checklist View offer confirmation Move to archive </div>							
Grounded	1 Day 5 Hrs	\$10,524	Dealer's Website	Murali Rayidi 404-568-7842 Nalley BMW	2003 Chevrolet Silverado and other C/K1500 4x4 Extended Cab 2GCEK197331323857 Miles	Benjamin.Matthew.Wolpers@comcast.net Benjamin Wolpers 770-622-9341	2007-2010 New BMW, 325 Volvo, 240 Audi, 200
<div style="display: flex; justify-content: space-between;"> 8 9 </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> Keep for Inventory Schedule for Auction Review confirmed offer <input checked="" type="checkbox"/> Print Inspection Checklist Move to archive </div>							
<div style="display: flex; justify-content: space-between;"> <input type="checkbox"/> Keep In-Progress Review confirmed offer <input checked="" type="checkbox"/> Print Inspection Checklist Move to archive </div>							

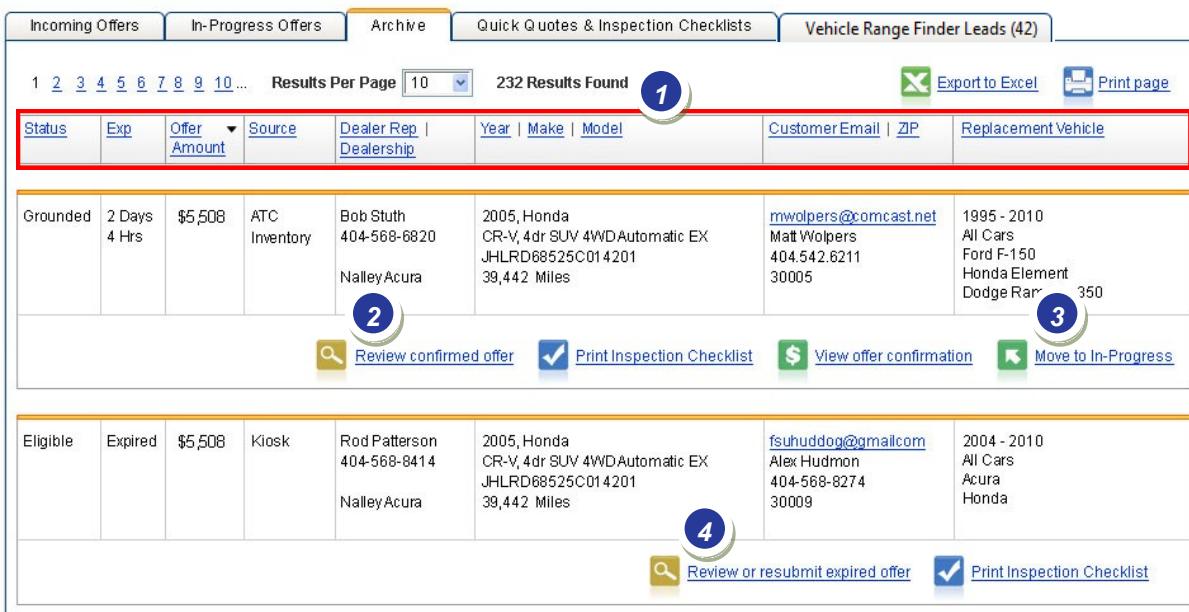
- 6** **Review confirmed offer** – Click this link to open and review an offer that has already had the “Condition Confirmed” button selected.
- 7** **Ground** – Click this button once Consumer deal is complete and Dealer has taken possession of vehicle.
- 8** **Keep for Inventory** – Click this button if adding the vehicle to your inventory and to complete the offer process.
- 9** **Schedule for Auction** – Click this link to schedule a vehicle for auction when liquidating back to AutoTrader.com.

Archive

Consumer offers found here are all expired offers as well as any offers the Dealer force moved by selecting the 'Move to Archive' from the previous two tabs.

How long will offers remain in this tab?

Offers will remain in this tab for 90 days unless the Dealer chooses to resubmit an expired offer or force moves an offer back by selecting the 'Move to In-Progress' link.



Status	Exp	Offer Amount	Source	Dealer Rep / Dealership	Year	Make	Model	Customer Email	ZIP	Replacement Vehicle
Grounded	2 Days 4 Hrs	\$5,508	ATC Inventory	Bob Stuth 404-568-6820 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	mwolpers@comcast.net	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram 3500	Matt Wolpers 404.542.6211 30005		
Eligible	Expired	\$5,508	Kiosk	Rod Patterson 404-568-8414 Nalley Acura	2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles	fsuhuddog@gmail.com	2004 - 2010 All Cars Acura Honda	Alex Hudmon 404-568-8274 30009		
Review confirmed offer Print Inspection Checklist View offer confirmation Move to In-Progress										
Review or resubmit expired offer Print Inspection Checklist										

What can be done in this tab?

It is inside this tab where Dealers can find all expired offers. These offers can be reviewed or resubmitted and moved back to the 'In-Progress' Tab at any time.

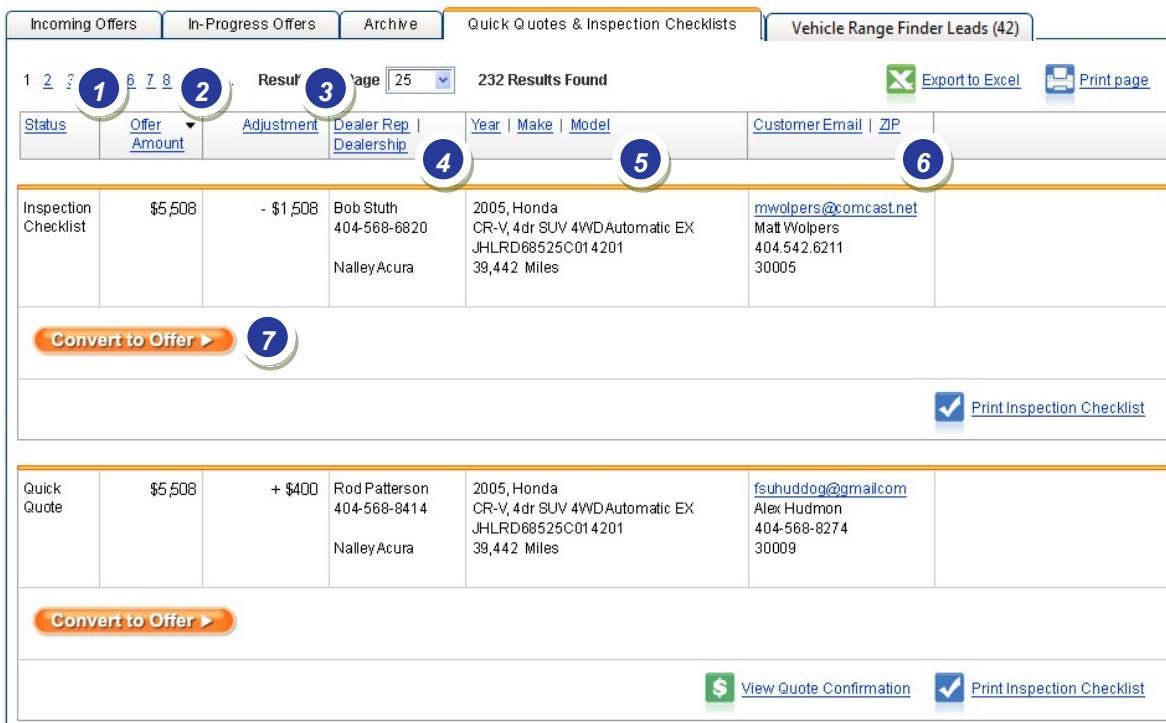
Also, Dealers can move any offers that have not yet expired back to the "In-Progress" Tab as well as resubmit offers that have already expired.

- Column Headers** – Click on any of these columns to sort the offer list view by that category.
- Review Confirmed Offer** – Click this link to open and review an offer that has already had the "Condition Confirmed" button or "Ground" button selected.
- Move to In-Progress** – Click this link if the offer has not yet expired and options found in the "In-Progress" Tab are needed.
- Review or Re-submit Expired Offer** – Click this link to open the offer and review details or to re-submit an offer that has already expired.

Quick Quotes & Inspection Checklists

From the TIM Admin Tool homepage - The Quick Quote tool can be used in any situation that calls for the need to get a 'retail ready' value in seconds. The Quick Quote tool utilizes the same algorithm that generates Instant Offers. Year, Make, Model and vehicle options are selected but no conditions are added to the quote. Dealers can manually add conditions once the initial quote has been generated and apply their own values on those conditions to then generate a new quote. Those quotes are stored on this tab.

Dealers also have the ability to utilize the "Inspection Checklist" found on the homepage prior to generating an offer on a Consumer vehicle. The "Inspection Checklist" can be pre-populated with Consumer and vehicle information prior to inspection. These are also stored in this tab.



Vehicle Range Finder Leads (42)

1 2 3 4 5 6 7 8 Result 3 Page 25 232 Results Found

Status Offer Amount Adjustment Dealer Rep | Dealership Year | Make | Model Customer Email | ZIP

Inspection Checklist \$5,508 - \$1,508 Bob Stuth 404-568-6820 2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles mwolpers@comcast.net Matt Wolpers 404.542.6211 30005

Convert to Offer **7**

Print Inspection Checklist

Quick Quote \$5,508 + \$400 Rod Patterson 404-568-8414 2005, Honda CR-V, 4dr SUV 4WD Automatic EX JHLRD68525C014201 39,442 Miles tsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009

Convert to Offer **7**

View Quote Confirmation Print Inspection Checklist

What can be done in this tab?

Both Quick Quotes and Inspection Checklists can be converted into an Instant Offer from this tab.

How long will quotes and checklists remain in this tab?

Quick Quotes and Inspection Checklists will remain in this tab for 90 days unless they are converted to an Instant Offer. In that case – they would automatically move to the "Incoming Offers" Tab.

- 1 Status** – Identifies whether the vehicle listed is a Quick Quote or an Inspection Checklist.
- 2 Offer Amount** – This area will display the vehicle value generated by the Quick Quote.
- 3 Adjustment** – This area will display the value of condition adjustments that were manually input into the quote by Dealer – if any.
- 4 Dealer Rep/Dealership** – Displays the name of the Dealership representative that initiated the quote or checklist as well as the name of the Dealership.
- 5 Year/Make/Model** – Displays the Year, Make and Model of the vehicle.
- 6 Customer Email/ZIP** – Displays the Consumers contact info including email, name, phone, and zip.
- 7 Convert to Offer** – Click this button to instantly transfer vehicle information to an Instant Offer. Conditions would then need to be added in order to generate the final offer.



Vehicle Range Finder Leads

The “Vehicle Range Finder Leads” tab is used to access Vehicle Range Finder (VRF) leads, when they were created/modified and the offer range that was provided to the Consumer.

The screenshot shows the AutoTrader.com Trade-In Marketplace dashboard. At the top, there are links for Home, Dashboard, New Offer, New Quick Quote, New Inspection Checklist, Reports, Marketing, Profile, FAQs, and User Management. The Dashboard section is active. It includes a search bar for Status, Vehicle Name, Replacement Name, Date Range, and Distance, along with buttons for Select and Clear Search. Below the search bar, there are tabs for Incoming Offers (51,672), In-Progress Offers (2,594), Archive (2,049,801), Quick Quotes & Inspection Checklists (7,850), and Vehicle Range Finder Leads (32 - Coming Soon). The Vehicle Range Finder Leads tab is selected, showing 42 results found. The results are listed in a table with columns for Date, Offer Range, Dealership, Year, Make, Model, Customer Email, and Add Notes. The table has 3 pages, with the first page shown.

The screenshot shows the Vehicle Range Finder Leads table with 42 results found. The table has columns for Date, Offer Range, Dealership, Year, Make, Model, Customer Email, and Add Notes. The table has 3 pages, with the first page shown. The table is numbered with callouts 1 through 6. Callout 1 points to the first column (Created/Modified). Callout 2 points to the second column (Offer Range). Callout 3 points to the third column (Dealership). Callout 4 points to the fourth column (Year/Make/Model). Callout 5 points to the fifth column (Customer Email). Callout 6 points to the Add Notes button in the last column.

Date	Offer Range	Dealership	Year	Make	Model	Customer Email	Add Notes
4/24/2013 2:48:58 PM	\$714 - \$3,058	*Arlington Toyota*	2004 , Hyundai Tiburon , 2dr Coupe	test@test.com	Josh Kay	555-430-2093	
4/24/2013 1:20:51 PM	\$16,011 - \$17,710	*#1 Cochran of Monroeville*	2012 , Honda Accord , 4dr Sedan 5-Speed EX	roopa.junna@autotrader.com	roopa.junna	678-123-1234	
4/24/2013 12:18:12 PM	\$4,356 - \$6,895	*#1 Cochran of Monroeville*	2007 , Mazda MAZDA6 , 4dr Sedan Sport i	madeinbx@live.com	Ed Watson	770-843-0650	
4/24/2013 12:04:22 PM	\$10,066 - \$14,941	*Southland Ford*	2007 , Honda CR-V , 4dr SUV 2WD EX-L	r@t.com	rr	343-343-4343	

- 1 **Created/Modified** – Displays the date and time the VRF last created or last modified
- 2 **Offer Range** – Displays the Offer Range that was provided to the Consumer on the Dealer's website
- 3 **Dealership** – Displays the Dealership name. The Dealer is only able to see their leads.
- 4 **Year/Make/Model** – Displays the Year, Make, Model and Trim of the vehicle.
- 5 **Customer Email** – Displays the Consumers contact info including email, name and phone number.
- 6 **Add/View Notes** – The only action that can be taken on this tab is to add or view notes related to each lead.

Reporting

Dealers can stay informed on how well their Dealership is performing in all aspects of the TIM program with this comprehensive report. Performance for the current month-to-date are displayed in detail with a complete breakdown of incoming offer counts by source as well as statistics on in-store usage of the various TIM tools.

In addition, a rolling 12 month performance report is included to allow Dealers to identify trends and measure growth over a period of time.

Activity Report

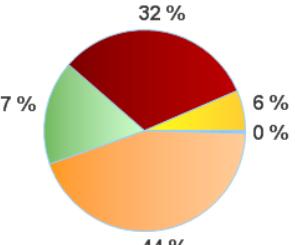
Current Month to Date Summary for #1 Cochran of Monroeville*
Report Generated on 4/24/2013 12:00:00 AM

3

Total External Offers 448	
These offers help generate traffic for your dealership.	
External Sources w/ Replacement Vehicle	
ATC Listings	0
ATC Site	198
Dealer's Website	31
Kelley Blue Book Listings	0
Kelley Blue Book Site	144
Customer Requests	1

External Sources w/o Replacement Vehicle	
ATC Listings	2
ATC Site	N/A
Dealer's Website	44
Kelley Blue Book Listings	0
Kelley Blue Book Site	0
Customer Requests	28

Total External Traffic



Source	Percentage
ATC Site	44 %
ATC Listings	32 %
Dealer's Website	17 %
Kelley Blue Book Listings	6 %
Customer Requests	0 %

Total Internal Offers 424	
These offers can be used as closing tools and increase your wholesale profits.	
Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Vehicle Range Finder Leads

Category	Value
Vehicle Range Finder	16
VRF Leads	16
Converted to offers	1

What can be done in this report?

This report can be exported to excel and can be printed.

Dealer Groups have the ability to review all Dealerships in their group as a whole or select individual stores via dropdown.

Current Month to Date Summary for #1 Cochran of Monroeville*

Report Generated on 4/24/2013 12:00:00 AM

Total External Offers 448

These offers help generate traffic for your dealership.

External Sources w/ Replacement Vehicle	
ATC Listings	0
ATC Site	198
Dealer's Website	31
Kelley Blue Book Listings	0
Kelley Blue Book Site	144
Customer Requests	1

External Sources w/o Replacement Vehicle	
ATC Listings	2
ATC Site	N/A
Dealer's Website	44
Kelley Blue Book Listings	0
Kelley Blue Book Site	0
Customer Requests	28

Total External Traffic

These offers help generate traffic for your dealership.

External Sources w/o Replacement Vehicle	
ATC Listings	2
ATC Site	N/A
Dealer's Website	44
Kelley Blue Book Listings	0
Kelley Blue Book Site	0
Customer Requests	28

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Vehicle Range Finder Leads

These leads can be used to increase showroom traffic.

Category	Value
Vehicle Range Finder	16
VRF Leads	16
Converted to offers	1

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
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Total Internal Offers 424

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Internal Sources	
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iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

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Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

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Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

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These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
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Total Internal Offers 424

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Internal Sources	
Dealer Offers	16
Quick Quotes	0
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iPad Offers	0

Total Internal Offers 424

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Internal Sources	
Dealer Offers	16
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Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
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Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

Internal Sources	
Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Total Internal Offers 424

These offers can be used as closing tools and increase your wholesale profits.

<tr

Reporting (cont.)

Dealers can stay informed on how well their Dealership is performing in all aspects of the TIM program with this comprehensive report. Performance for the current month-to-date are displayed in detail with a complete breakdown of incoming offer counts by source as well as statistics on in-store usage of the various TIM tools.

In addition, a rolling 12 month performance report is included to allow Dealers to identify trends and measure growth over a period of time.

Activity Report

Current Month to Date Summary for #1 Cochran of Monroeville*
Report Generated on 4/24/2013 12:00:00 AM

Total External Offers 448
These offers help generate traffic for your dealership.

Total External Traffic

Total Internal Offers 424
These offers can be used as closing tools and increase your wholesale profits.

Vehicle Range Finder Leads
These leads can be used to increase showroom traffic.

Previous 12 Months of TIM Activity

	External Offers with Replacement Vehicle					External Offers without Replacement Vehicle							
	ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests	ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests	Total External Offers
Apr 2013	0	198	31	0	144	1	2	N/A	44	0	0	28	448
Mar 2013	1	315	68	0	180	5	1	N/A	56	0	0	33	659
Feb 2013	1	376	70	0	169	1	1	N/A	49	0	0	21	688
Jan 2013	2	334	62	0	168	4	3	N/A	59	0	0	23	655
Dec 2012	2	271	63	0	159	3	1	N/A	53	0	0	32	579
Nov 2012	5	255	53	0	115	1	2	N/A	53	0	0	32	516
Oct 2012	4	293	64	0	154	4	2	N/A	55	0	0	31	500
Sep 2012	2	345	34	0	229	4	0	N/A	115	0	0	22	751
Aug 2012	6	412	87	0	212	4	2	N/A	71	0	0	37	831
Jul 2012	7	355	91	0	153	16	1	N/A	64	0	0	37	724
Jun 2012	2	283	77	0	59	10	0	N/A	78	0	0	32	539
May 2012	8	285	65	0	0	4	0	N/A	57	0	0	18	437

Activity Report

Current Month to Date Summary for #1 Cochran of Monroeville*
Report Generated on 4/24/2013 12:00:00 AM

Total External Offers 448
These offers help generate traffic for your dealership.

External Sources w/ Replacement Vehicle

ATC Listings	0
ATC Site	198
Dealer's Website	31
Kelley Blue Book Listings	0
Kelley Blue Book Site	144
Customer Requests	1

External Sources w/o Replacement Vehicle

ATC Listings	2
ATC Site	N/A
Dealer's Website	44
Kelley Blue Book Listings	0
Kelley Blue Book Site	0
Customer Requests	28

Total External Traffic

These offers help generate traffic for your dealership.

Internal Sources

Dealer Offers	16
Quick Quotes	0
Kiosk Offers	408
iPad Offers	0

Customer Requests

Vehicle Range Finder	15
VRF Leads	0
Converted to offers	1

Total Internal Offers 424
These offers can be used as closing tools and increase your wholesale profits.

Internal Sources

Dealer Offers	10
Quick Quotes	0
Kiosk Offers	48
iPad Offers	0

Vehicle Range Finder Leads

Vehicle Range Finder	15
VRF Leads	0
Converted to offers	1

Previous 12 Months of TIM Activity

ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests	External Offers without Replacement Vehicle						Customer Requests	Total External Offers
						ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests		
Apr 2013	0	198	31	0	144	1	2	N/A	44	0	0	28	448
Mar 2013	1	315	68	0	180	5	1	N/A	56	0	0	33	659
Feb 2013	1	376	70	0	169	1	1	N/A	49	0	0	21	688
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Nov 2012	5	255	53	0	115	1	2	N/A	53	0	0	32	516
Oct 2012	4	293	64	0	154	4	2	N/A	55	0	0	31	500
Sep 2012	2	345	34	0	229	4	0	N/A	115	0	0	22	751
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Jun 2012	2	283	77	0	59	10	0	N/A	78	0	0	32	539
May 2012	8	285	65	0	0	4	0	N/A	57	0	0	18	437

3

- ATC Site** – Represents the TIM ‘house ads’ placed throughout the main AutoTrader.com website and are not dedicated to any Dealerships.

4

- Kelley Blue Book Site** – Represents the TIM ‘house ads’ placed throughout the main kbb.com website and are not dedicated to any Dealerships.

4

External Traffic Graph – Visual display of external offer traffic by source.

5

Internal Usage – This section of the report displays count totals for all offer and Quick Quotes that were generated from inside the Dealership.

Sources:

- Dealer Offers** – Represents all offers run inside the Dealership from the homepage of the TIM Admin Tool.

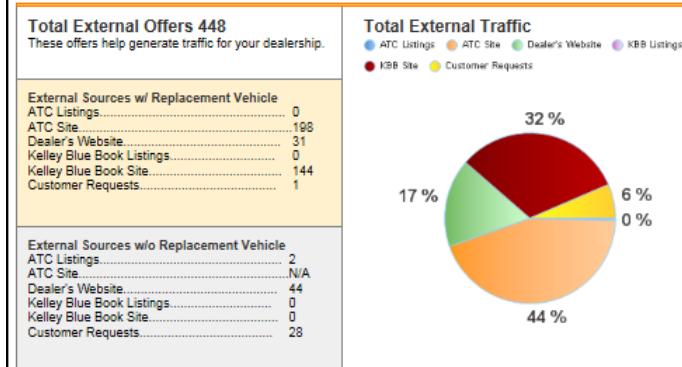
Reporting (cont.)

Dealers can stay informed on how well their Dealership is performing in all aspects of the TIM program with this comprehensive report. Performance for the current month-to-date are displayed in detail with a complete breakdown of incoming offer counts by source as well as statistics on in-store usage of the various TIM tools.

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Activity Report

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Report Generated on 4/24/2013 12:00:00 AM



Previous 12 Months of TIM Activity

	External Offers with Replacement Vehicle						External Offers without Replacement Vehicle						Total External Offers
	ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests	ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests	
Apr 2013	0	198	31	0	144	1	2	N/A	44	0	0	28	448
Mar 2013	1	315	68	0	180	5	1	N/A	58	0	0	33	659
Feb 2013	1	378	70	0	189	1	1	N/A	49	0	0	21	688
Jan 2013	2	334	62	0	168	4	3	N/A	59	0	0	23	655
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Nov 2012	5	255	53	0	115	1	2	N/A	53	0	0	32	516
Oct 2012	4	293	64	0	154	4	2	N/A	55	0	0	32	608
Sep 2012	2	345	34	0	229	4	0	N/A	115	0	0	22	751
Aug 2012	6	412	87	0	212	4	2	N/A	71	0	0	37	831
Jul 2012	7	355	91	0	153	16	1	N/A	64	0	0	37	724
Jun 2012	2	283	77	0	59	10	0	N/A	76	0	0	32	539
May 2012	8	285	85	0	0	0	4	N/A	57	0	0	18	437

Current Month to Date Summary for #1 Cochran of Monroeville*
Report Generated on 4/24/2013 12:00:00 AM

Total External Offers 448
These offers help generate traffic for your dealership.

External Sources w/ Replacement Vehicle	Count
ATC Listings	0
ATC Site	198
Dealer's Website	31
Kelley Blue Book Listings	0
Kelley Blue Book Site	144
Customer Requests	1

External Sources w/o Replacement Vehicle	Count
ATC Listings	2
ATC Site	N/A
Dealer's Website	44
Kelley Blue Book Listings	0
Kelley Blue Book Site	0
Customer Requests	28

Total External Traffic

These offers help generate traffic for your dealership.

ATC Listings

ATC Site

Dealer's Website

KBB Listings

KBB Site

Customer Requests

Customer

Requests

0 %

32 %

44 %

17 %

6 %

0 %

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A key component in maximizing opportunities with the Trade-In Marketplace is in-store and Dealer website promotion. In this section of the TIM Admin Tool many promotional items can be found to assist in letting the public know that they have an Instant Offer waiting for them at the Dealership.

How to get a TIM logo link on Your Website:

Marketing on your website

Use our Marketing tools and how-to guides to maximize your profit.

[Add Trade-In Marketplace or Vehicle Range Finder to your website](#)

Answer the following questions to generate the appropriate code for your site.
You can then copy and paste the code into your site.

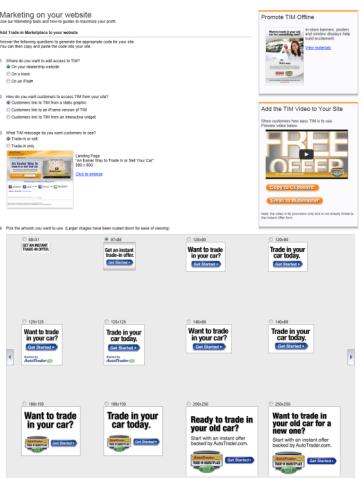
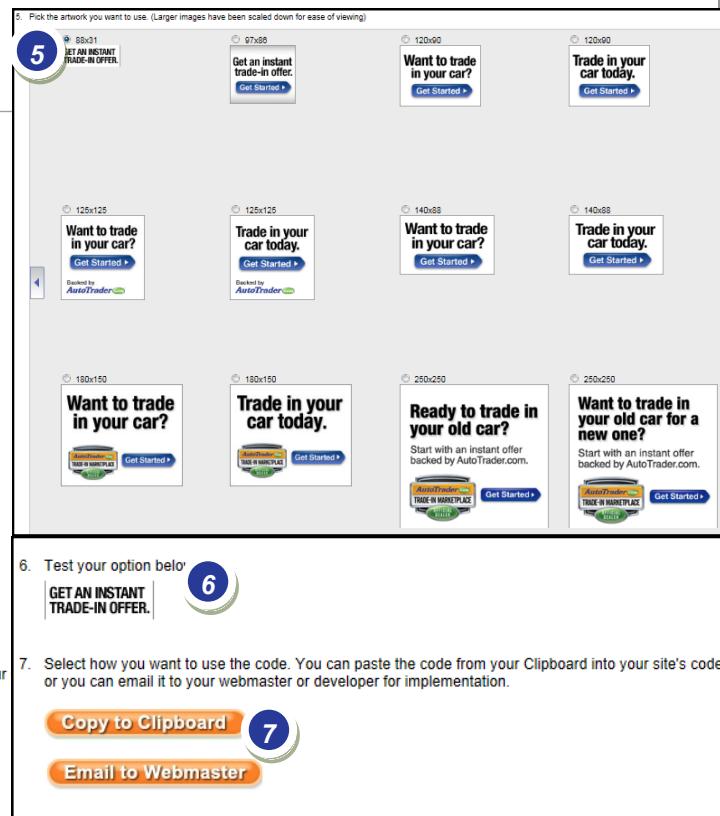
1. Which product would you like to add?
 Trade-In Marketplace
 Vehicle Range Finder
 2. Where do you want to add access to TIM?
 On your dealership website
 On a kiosk
 On an iPad®
 3. How do you want customers to access TIM from your site?
 Customers link to TIM from a static graphic
 Customers link to an iFrame version of TIM
 Customers link to TIM from an interactive widget



Landing Page
"An Easier Way to Trade In or Sell You
990 x 900

What type of promotional items are available?

On this page and on the homepage of the TIM Admin Tool are a variety of merchandising options that Dealers can take advantage of at any time. Placing a TIM logo link on the website is vital. Also available are links containing the creative needed to print window stickers, brochures, posters, banners and more. These links will be updated as new promotional pieces are developed.



Step 1: Confirm Trade-In Marketplace is selected

Step 2: Choose where you would like to add TIM access

Step 3: Choose how TIM should be accessed by the Consumer on your website.

Option 1:

TIM opens in a new window. When a Consumer has completed their offer – they will close the pop-up window and return to the Dealership website. *This is the recommended solution.*

Option 2:

TIM is placed into an iFrame solution where the TIM valuation tool will appear within the pages of the Dealership's website.

Step 4: Choose which TIM messaging, to appear on the first page of the TIM tool, is preferred.

If you are interested in taking in vehicles whether the Consumer is buying a car from you or not – select the option 'Trade-Ins or Cash'. If you are only interested in dealing with trade-ins – select the option 'Trade-ins Only'.

Step 5: Choose the TIM artwork that will best fit in the designated location on your website.

Step 6: View and test your selection option.

Step 7: The code needed to implement the logo link and activate TIM on the Dealership website is automatically created at the bottom of the page. Have the Dealership's website administrator paste

Marketing (cont.)

Vehicle Range Finder (VRF) is offered as a value-add to Dealers with Vehicle Valuator Plus, Buying Center and Trade-In Center packages. VRF lives on a Dealer's website and helps drive consumer online traffic to the showroom.

How to get Vehicle Range Finder on Your Website:

Marketing on your website
Use our Marketing tools and how-to guides to maximize your profit.

Add Trade-In Marketplace or Vehicle Range Finder to your website
Answer the following questions to generate the appropriate code for your site. You can then copy and paste the code into your site.

- 1.** Which product would you like to add?
 Trade-In Marketplace
 Vehicle Range Finder
- 2.** Which would you like to add to your site?
 Vehicle Range Finder
 A static graphic to link to Vehicle Range Finder
- 3.** Which version of Vehicle Range Finder would you like to use?
 Vehicle Range Finder (light version)
 Vehicle Range Finder (dark version)
 Vehicle Range Finder with option to continue to TIM (light version)
 Vehicle Range Finder with option to continue to TIM (dark version)
- 4.** Select how you want to use the code. You can paste the code from your Clipboard into your site's code, or you can email it to your webmaster or developer for implementation.
[Copy to Clipboard](#)
[Email to Webmaster](#)

Here is an actual-size example (575 x 600) of your selection. To learn more and see each step of the Vehicle Range Finder, visit the FAQ section.



Vehicle Valuator Support: 1-888-881-1983
All Other Dealer Support: 1-877-247-7789

Marketing on your website
How to add the Vehicle Range Finder to your website.

1. Select the Vehicle Range Finder.
2. Select the Vehicle Range Finder.
3. Select the Vehicle Range Finder.
4. Select the Vehicle Range Finder.

Here is an actual-size example (575 x 600) of your selection. To learn more and see each step of the Vehicle Range Finder, visit the FAQ section.

[Copy to Clipboard](#)
[Email to Webmaster](#)

How Does Your Car Compare?
Give us a few details, and we'll show you actual AutoTrader.com instant offers for cars like yours. (All fields are required)

1: Describe Your Vehicle 2: Enter Contact Info 3: Get Results

How Does Your Car Compare?

Price vs. Mileage Comparison

Your vehicle comparison data will be displayed here.

Select Year Select Make Select Model
Select Trim Mileage Next >

Step 1: Select Vehicle Range Finder

Step 2: Select Vehicle Range Finder

Step 3: Select the version of VRF for the Dealership's website. Color options include light or dark. There is also the option to provide Consumers with the ability to go further down the TIM funnel. The image that appears on this page is an actual size example.

Note: Standalone customers are limited to color selection.

Step 4: The code needed to implement and activate VRF on the Dealership website is automatically created at the bottom of the page. Have the Dealership's website administrator paste this code into your website.

Please note that if the Dealer decides to use an Entry Point graphic, its code will need to be edited. The code will need to include the link for the page where the VRF is placed in the Dealer's website.



Profile

This page allows a Dealer to review how their Trade-In Marketplace account has been setup.

Details such as Dealership contact information, TIM product package, Dealership personnel contact information and alerts setup, as well as inventory preferences can be seen.

Dealership Profile
If you need to update the information below, please contact Dealer Support. 1-877-547-7780.

Select Dealership: #1 Cochran of Monroeville

Or

Search: Username

Dealership Contact Information 1

Name	#1 Cochran of Monroeville
Address	4520 William Penn Hwy
City	Monroeville
State	PA
Zip	15146
Phone	866-386-9740

Dealership Setup 2

Auction Access Number	Buying Center with ATC
Product	Buying Center with KBB
Send Kiosk Offers to CRM	No

Dealer Rep & Cell Information 3

Primary Dealership Email: BBTScrub@gmail.com

Reordering representatives will cause the new order to appear in other areas of the site. e.g. the "New Offer" Dealer Rep dropdown.

Add Dealer Representative

There are currently 2 of a maximum 40 representatives.

Dealer Representative	Calvin Lane	Update Cancel
Email	BBTScrub-clane_cochran_c...	
Cell Phone		
Cell Service Carrier		
Receive Trade-In Marketplace Alerts by:	<input type="checkbox"/> Email <input type="checkbox"/> Text	
Receive Vehicle Range Finder Alerts by:	<input type="checkbox"/> Email <input type="checkbox"/> Text	
Receive Enhanced Email Alerts	<input type="checkbox"/> Yes	

4

What information can a Dealer adjust in the profile?

Dealers can add up to 10 Dealership personnel to the profile complete with their contact information. These can be edited by the Dealer at any time. Any contacts in this section of the profile can be setup to receive text message offer alerts. These contacts will also serve as a point of contacts for any vehicle valuation questions should the need arise.

If a change is needed on any other information contained in the profile, please contact your AutoTrader.com Account Consultant.

[Home](#) | [Dashboard](#) | [New Offer](#) | [New Quick Quote](#) | [New Inspection Checklist](#) | [Reports](#) | [Marketing](#) | [Profile](#) | [FAQs](#) | [User Management](#)

Dealership Profile
You need to update the information below. Please contact Dealer Support. 1-877-547-7780.

Dealer Username:

Dealership Contact Information

Name	#1 Cochran of Monroeville
Address	4520 William Penn Hwy
City	Monroeville
State	PA
Zip	15146
Phone	866-386-9740
Email Address	BBTScrub@gmail.com

Dealership Setup

Auction Access Number	Buying Center with ATC
Product	Buying Center with KBB

Offer Alerts

Send Kiosk Offers to CRM	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Send Pet Offers to CRM	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Dealer Rep & Cell Information

Primary Dealership Email: BBTScrub@gmail.com

Reordering representatives will cause the new order to appear in other areas of the site. e.g. the "New Offer" Dealer Rep dropdown.

Add Dealer Representative

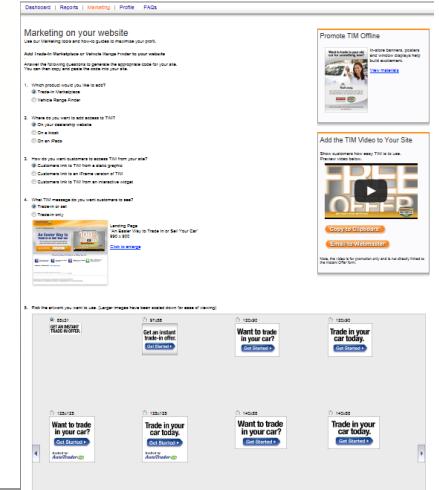
There are currently 2 of a maximum 40 representatives.

Dealer Representative	Calvin Lane	Edit Delete Edit Contact Info
Email	BBTScrub-clane_cochran_c...	
Cell Phone		
Cell Service Carrier		
Receive Trade-In Marketplace Alerts by:	<input type="checkbox"/> Email <input type="checkbox"/> Text	
Receive Vehicle Range Finder Alerts by:	<input type="checkbox"/> Email <input type="checkbox"/> Text	
Receive Enhanced Email Alerts	<input type="checkbox"/> Yes	

- 1 **Dealership Contact Info** – This area contains the Dealership store information that will be shown to Consumers on the TIM site.
- 2 **Dealership Setup** – This area contains the Dealership's auction access # and the TIM product package the Dealership is subscribing to each month.
- 3 **Dealer Rep & Cell Information** – This area contains Dealership personnel contact info. This section can be edited by Dealer and text alerts can be toggled on/off.
- 4 **Email & Text Alerts** – Dealer Reps can opt in to receive email and/or text alerts for offers and VRF leads.

Vehicle Range Finder - Standalone Customers

Customers who only have the Vehicle Range Finder product have a limited view of the Dashboard tab in the Dealer Admin Tool. The Dashboard tab is the landing page for standalone VRF customers.



1

Dashboard | Reports | Marketing | Profile | FAQs

Dashboard

Filter Results by:

Vehicle Make: All

Date Range: [] to []

Email: []

Search | Clear Search

Vehicle Range Finder Leads (10) - Coming Soon!

1 Results Per Page 25 10 Results Found

Created/Modified	Value Range	Dealership	Year
4/26/2013 11:41:00 AM	\$10,993 - \$15,680		2008, H CR-V, 4 88,000 M
4/26/2013 11:41:00 AM	\$10,993 - \$15,680		2008, H CR-V, 4 88,000 M

2

Dashboard | Reports | Marketing | Profile | FAQs

Activity Report

Current Month to Date Summary for Report Generated on 4/29/2013 12:00:00 AM

Vehicle Range Finder Leads
These leads can be used to increase showroom traffic.

Vehicle Range Finder VRF Leads..... 10

Previous 12 Months of TIM Activity

Vehicle Range Finder	VRF Leads
Apr 2013	10

1

Dashboard - This serves as the landing page for standalone VRF Customers. They only have access to the Vehicle Range Finder tab.

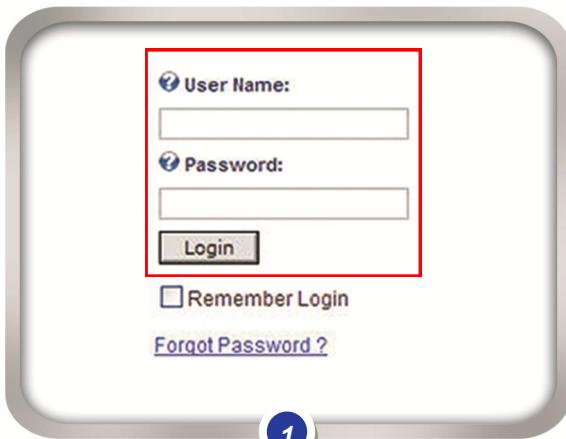
2

Reporting - The reporting is limited to VRF lead count and historical activity.

3

Marketing - Access is limited to downloading Vehicle Range Finder and entry point assets.

How to Process a Consumer's Offer—Step-by-Step Guide



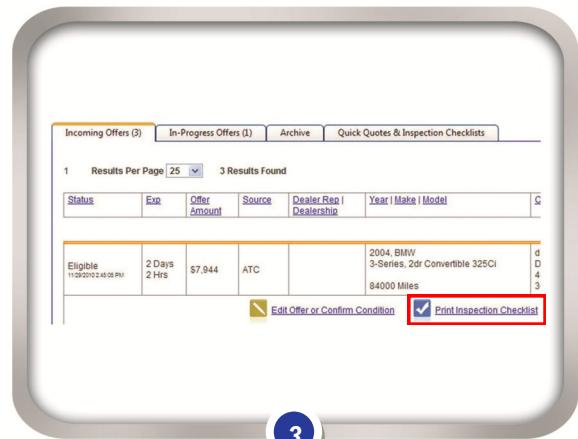
1

When a Customer arrives at your Dealership with the Offer letter, Go to: <https://tradein.autotrader.com/dealers> then click "Login".



2

From the Admin Tool Homepage - Enter the Customer's e-mail address and Zip code then click "Search".



3

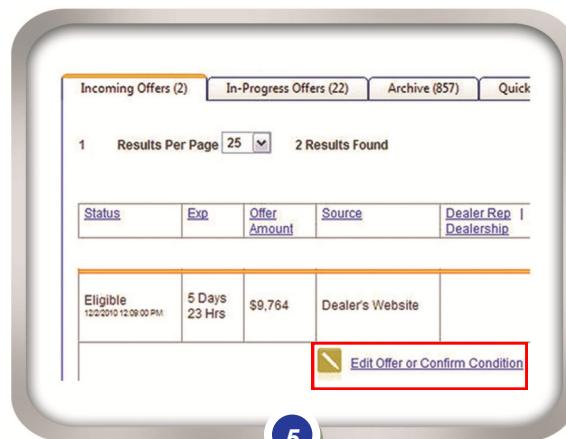
The offer will pull up in the 'Incoming Offers' tab. Click the "Print the Inspection Checklist" link.



4

Use printout to inspect the vehicle with the Customer.

Upon completing inspection, return to computer to edit the offer if necessary.



5

Click the 'Edit Offer or Confirm Condition' link.



6

Enter the VIN and Click "Verify VIN" in order to open 'Edit' links or to 'Confirm Condition'.

How to Process a Consumer's Offer—Step-by-Step Guide

7

Exterior Defects [Edit Section](#)

Front Defects	<No Front Defects entered>
Passenger Defects	<No Front Defects entered>
Rear Defects	<No Rear Defects entered>

8

Vehicle Defects

Does this vehicle have exterior defects? (current and/or previously repaired)

Yes No

Front Defects

Front Tires

Currently is less than 50%

[Return to Review Page](#)

9

Additional Information: [Edit Section](#)

Please give us any additional information that might help us better evaluate your vehicle.

[Get Trade-In Offer](#)

If no additional edits are needed – proceed to Step 10.
To edit – click the **'Edit Section'** link within the condition category that you need to change (Exterior/Interior/etc.).

Answer 'Yes' to either the Exterior, Interior, Mechanical or Frame questions to add defects.
Click on **'Return to Review Page'** at the bottom of the page.

Once edits are complete, click the **'Get Trade-In Offer'** button at bottom of page.

10

Additional Information: [Edit Section](#)

Please give us any additional information that might help us better evaluate your vehicle.

[Condition Confirmed](#)

11

Additional Information:

Please give us any additional information that might help us better evaluate your vehicle.

[Ground](#)

Confirmed 11/29/2010 2:48:32 PM	2 Days 2 Hrs	\$7,944	ATC
Ground		<input type="checkbox"/> Keep In-Progress	

12

Additional Information:

Please give us any additional information that might help us better evaluate your vehicle.

[Keep for Inventory](#) [Schedule for Auction](#)

Grounded 11/29/2010 2:48:32 PM	2 Days 24 Hrs	\$7,944	ATC
<input type="checkbox"/> Keep In-Progress		Keep for Inventory Schedule for Auction	

Scroll down to bottom of Review Page then click the **"Condition Confirmed"** button to confirm the condition of the vehicle.

Scroll down on the Review Page again and click the **"Ground"** button to confirm the vehicle is in the Dealership's possession.
Or find the offer under the 'In-Progress' tab and click the **"Ground"** button there.

Once grounded – the Dealer has 72 hours to choose one of the following:

- **Keep for Inventory** button—retains the vehicle in the Dealership's inventory.
- **Schedule for Auction** button—to liquidate the vehicle back to auction.

How to Generate a Quick Quote—Step-by-Step Guide

User Name:

Password:

Remember Login

[Forgot Password ?](#)

1

When in need of a quick trade-in quote or the value of a Dealer-owned vehicle, Go to: <https://tradein.autotrader.com/dealers> then LOGIN

Get a New Quick Quote

Get an estimated price for a similar make/model vehicle in excellent condition.

VIN

Year

Make

Model

2

From the Admin Tool homepage – enter either the VIN or select the Year, Make, Model of the vehicle and click **Start Quote**.

Vehicle Information

Do you have the VIN: Yes No

Year:

Make:

Model:

Style:

Exterior Color:

Interior Color:

Mileage:

4

Select the Style (or trim level), exterior and interior color, and enter mileage.

Then click **Next**.

Factory-Installed Options

Select all options that apply

- Air Bags: Head/Curtain Side-Impact Air Bags
- Brakes: 4-Wheel Disc Antilock Brakes
- OnStar

[< Back](#)

5

Select the Options and/or equipment that is found on the vehicle. *For proper valuation – ensure that this information is accurate.*

Then click **Get Quick Quote**.

Dealer Representative

Dealer Phone

Is this offer for a customer? Yes No

Customer First Name

Customer Last Name

Customer Email

Customer ZIP Code

Customer Phone

3

Select name of Dealership rep from dropdown and enter a phone number. If quote is for a Consumer vehicle – select ‘yes’ and enter Consumer contact information. For a Dealer owned vehicle – select ‘no’ and cont. to step 4.

Quick Quote

\$5,089

Contact Information

Name: <input type="text" value="John Smith"/>	Email: <input type="text" value="john.smith@email.com"/>
Location: <input type="text" value="Atlanta, GA 30303"/>	Phone: <input type="text" value="404-568-7867"/>

6

The Quick Quote is returned within seconds. Dealer may enter in vehicle conditions and apply values to obtain a new quote.

Click **Add Dealer Adjustment**.

How to Generate a Quick Quote—Step-by-Step Guide

Quick Quote **\$5,089**

Dealer Adjustment Description: **Needs four tires**

Dealer Adjustment Amount: **\$ 850 .00** Add Subtract

Update Quick Quote **Clear**

7

Enter description of the condition in the 'Dealer Adjustment Description' box. Then enter a dollar value and select 'Subtract'. Then click on **Update Quick Quote**.

Dealer-Adjusted Quick Quote **\$5,089**

Add Dealer Adjustment

Dealer Adjustments	
Quick Quote	\$5,089
Needs four tires	\$850 Delete
Dealer-Adjusted Quick Quote	\$4,239

8

The adjusted Quick Quote will now be displayed along with an itemized list of conditions and their values.

Additional conditions can be added.

AutoTrader.com

Your Quick Quote is: \$5,089

For Vehicle Model: 2006 Chevrolet Malibu 4dr Sedan LS 2.2L
Prepared By Test Dealership

Customer Information

Name: John Smith
Email: john.smith@email.com
Location: Atlanta, GA 30303
Phone: 404-568-7867

Vehicle Description

VIN:
Model: 2006 Chevrolet Malibu 4dr Sedan LS 2.2L
Mileage: 85000
Exterior Color: Black
Interior Color: Titanium

Options

- Air Bags: Head/Curtain Side-Impact Air Bags: Yes
- Brakes: 4-Wheel Disc Antilock Brakes: Yes
- OnStar: No

Vehicle Condition Assessment by Dealer
Use the tool below to make any adjustments related to the condition of the vehicle.

Initial Quote: \$5,089
<input type="checkbox"/> Need four tires.....
850
Total of Conditions: (\$850)
Dealer Assessed Quick Quote Total: \$4,239

9

If using the Quick Quote with a Consumer – a printed version can be made for Dealership to present.