

The logo for AutoTrader.com, featuring the word "AutoTrader" in a blue, italicized serif font, followed by ".com" in a white sans-serif font inside a green oval. The entire logo is set against an orange rectangular background with a slight gradient and a thin white border.

AutoTrader.com[®]

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

Make

Select Make

Model

Select Model

[Start Quote](#)

Marketing & Tools
Get guides, tips, answers to FAQs and marketing tools.

How-To Guides **4**

[How to Create an Offer](#)

[Incoming Offers Guide](#)

[Quick Quote Guide](#)

Dealer Insights **5**

[FAQs](#)

Marketing **6**

[Window Sticker](#)

[Logo](#)

[Marketing on your website](#)

[AutoTrader.com Dealer Site](#)


[Auction List](#)


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](#) 

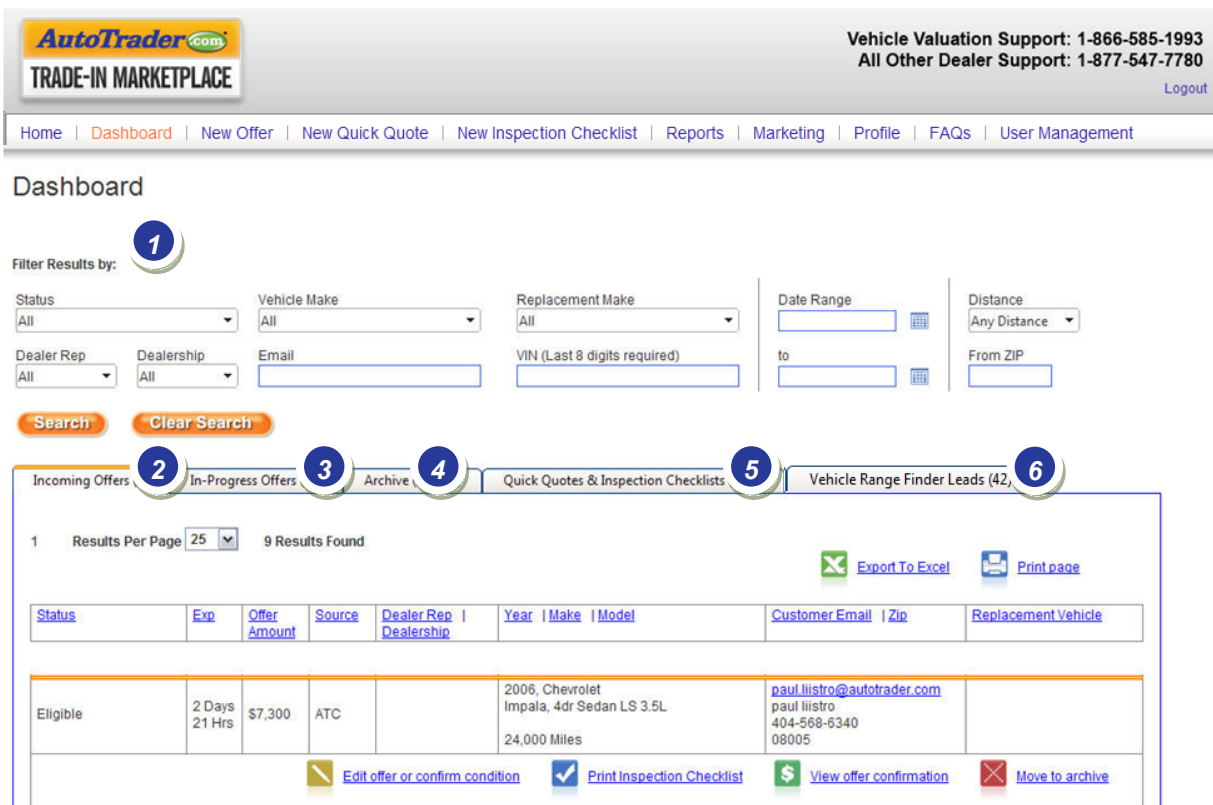
- 1 Get a New Offer** – Click the “Start Offer” button to begin generating an Instant Offer for walk-ins or for your existing inventory.
- 2 Search Existing Offers** – To search for a Consumer’s Instant Offer enter their email address and zip code or last 8 digits of the VIN and click “Search Offers”.
- 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.



AutoTrader.com
TRADE-IN MARKETPLACE

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: | Distance: Any Distance |

Dealer Rep: All | Dealership: All | Email: | VIN (Last 8 digits required): | to: | From ZIP: |

Search **Clear Search**

1 Incoming Offers **2** In-Progress Offers **3** Archive **4** Quick Quotes & Inspection Checklists **5** Vehicle Range Finder Leads (42) **6**

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 24,000 Miles	paul.iistro@autotrader.com paul iistro 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.



TRADE-IN MARKETPLACE

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

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

[Logout](#)

Dashboard

Filter Results by:

Status 1 <input type="text" value="All"/>	Vehicle Make 2 <input type="text" value="All"/>	Replacement Make 3 <input type="text" value="All"/>	Date Range 8 <input type="text"/> to <input type="text"/>	Distance <input type="text" value="Any Distance"/>
Dealer Rep 4 <input type="text" value="All"/>	Dealership 5 <input type="text"/>	Email 6 <input type="text"/>	VIN (Last 8 digits required) 7 <input type="text"/>	From ZIP 9 <input type="text"/>

[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)

12345678910...

Results Per Page25

232 Results Found

1Export to Excel

2Print page

3

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

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

4

Edit offer or confirm condition

5

Print Inspection Checklist

6

View offer confirmation

7

Move to archive

Pending
ATC Review

Pending

Pending

Kiosk

Rod Patterson
404-568-8414

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

Edit offer or confirm condition

Print Inspection Checklist

Move to archive

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.

- Export to Excel function** – Export all details of this offer list view to Excel.
- Print page** – Print all details of this offer list view.
- Column Headers** – Click on any of these columns to sort the offer list view by that category.
- 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.
- Print Inspection Checklist** – Click this link to print a pre-populated TIM Inspection Checklist that is personalized to the Consumer and their vehicle.
- View offer confirmation** – Click this link to open an offer in ‘view only’ mode to review it with the Consumer.
- 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.

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	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		mwolvers@comcast.net Matt Wolpers 404.542.6211 30005		1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram Van 350
Edit offer or confirm condition Print Inspection Checklist View offer confirmation Move to archive									
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
Edit offer or confirm condition Print Inspection Checklist Move to archive									

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.

*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.

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 404-568-8820	2005, Honda	CR-V, 4dr SUV 4WD Automatic EX	JHLRD68525C014201	mwolpers@comcast.net Matt Wolpers 404-542-6211 30005	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram V
<input checked="" type="checkbox"/> Keep In-Progress <input type="checkbox"/> Edit offer or confirm condition <input checked="" type="checkbox"/> Print Inspection Checklist <input checked="" type="checkbox"/> View offer confirmation <input type="checkbox"/> Move to archive									
Auctioning	2 Days 10 Hrs	\$5,508	Kiosk	Rod Patterson 404-568-8414	2005, Honda	CR-V, 4dr SUV 4WD Automatic EX	JHLRD68525C014201	fsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda
<input type="checkbox"/> Keep In-Progress <input type="checkbox"/> View Auction List <input type="checkbox"/> Review confirmed offer <input checked="" type="checkbox"/> View offer confirmation <input type="checkbox"/> Move to archive									
Confirmed	1 Day 5 Hrs	\$10,524	Dealer Initiated	Nancy Nethery 404-568-8155	2009 Honda	Accord, 4dr Sedan Automatic LX	9A009568	mark@harborsideappraisal.com Mark Wolpers 781-749-2266	1998 - 2005 Used BMW, M5
<input type="checkbox"/> Keep In-Progress <input type="checkbox"/> Review confirmed offer <input checked="" type="checkbox"/> Print Inspection Checklist <input checked="" type="checkbox"/> View offer confirmation <input type="checkbox"/> Move to archive									
<input type="button" value="Ground"/>									
<input type="checkbox"/> Keep In-Progress <input type="checkbox"/> Review confirmed offer <input checked="" type="checkbox"/> Print Inspection Checklist <input checked="" type="checkbox"/> View offer confirmation <input type="checkbox"/> Move to archive									
Grounded	1 Day 5 Hrs	\$10,524	Dealer's Website	Murali Raydi 404-568-7842	2003 Chevrolet	ilverado and other C/K1500 4x4	Extended Cab	Benjamin.Matthew.Wolpe@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"/>									
<input type="checkbox"/> Keep In-Progress <input type="checkbox"/> Review confirmed offer <input checked="" type="checkbox"/> Print Inspection Checklist <input type="checkbox"/> Move to archive									

- 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.
- Edit offer or confirm condition** – Click this link to open the edit side of an offer and add additional conditions.
- Print Inspection Checklist** – Click this link to print a pre-populated TIM Inspection Checklist that is personalized to the Consumer and their vehicle.
- View offer confirmation** – Click this link to open an offer in ‘view only’ mode to review it with the Consumer.
- 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)

12345678910...

Results Per Page25

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 404-568-8820 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 V
<div><div>1</div><div><input checked="" type="checkbox"/> Keep In-Progress</div><div><div>2</div><div> Edit offer or confirm condition</div></div><div><div>3</div><div><input checked="" type="checkbox"/> Print Inspection Checklist</div></div><div><div>4</div><div> View offer confirmation</div></div><div><div>5</div><div><input checked="" type="checkbox"/> Move to archive</div></div></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	fsuhuddog@gmail.com Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda
<div><div><input type="checkbox"/> Keep In-Progress</div><div><div>6</div><div> View Auction List</div><div> Review confirmed offer</div><div> View offer confirmation</div><div><input checked="" type="checkbox"/> Move to archive</div></div></div>							
Confirmed	1 Day 5 Hrs	\$10,524	Dealer Initiated	Nancy Nethery 404-568-8155 Nalley BMW	2009 Honda Accord, 4dr Sedan Automatic LX 9A009568 48236	mark@harborsideappraisal.com Mark Wolpers 781-749-2266	1998 - 2005 Used BMW, M5
<div><div><div>7</div><div>Ground</div></div><div><div><input type="checkbox"/> Keep In-Progress</div><div><div>8</div><div> Review confirmed offer</div><div><div>9</div><div><input checked="" type="checkbox"/> Print Inspection Checklist</div><div> View offer confirmation</div><div><input checked="" type="checkbox"/> Move to archive</div></div></div></div></div>							
Grounded	1 Day 5 Hrs	\$10,524	Dealer's Website	Murali Raydi 404-568-7842 Nalley BMW	2003 Chevrolet Silverado and other C/K1500 4x4 Extended Cab 2003K19T331323857 Miles	Benjamin.Matthew.Wolpe@comcast.net Benjamin Wolpers 770-622-9341	2007-2010 New BMW, 325 Volvo, 240 Audi, 200
<div><div><div>8</div><div>Keep for Inventory</div></div><div><div><div>9</div><div>Schedule for Auction</div></div><div><div><input type="checkbox"/> Keep In-Progress</div><div><div>8</div><div> Review confirmed offer</div><div><div>9</div><div><input checked="" type="checkbox"/> Print Inspection Checklist</div><div><input checked="" type="checkbox"/> Move to archive</div></div></div></div></div></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.

Incoming Offers

In-Progress Offers

Archive

Quick Quotes & Inspection Checklists

Vehicle Range Finder Leads (42)

12345678910...

Results Per Page10

232 Results Found

1

Export to Excel

Print page

Status	Exp	Offer Amount	Source	Dealer Rep Dealership	Year Make Model	Customer Email ZIP	Replacement Vehicle
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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 Matt Wolpers 404.542.6211 30005	1995 - 2010 All Cars Ford F-150 Honda Element Dodge Ram 350
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2

Review confirmed offer

Print Inspection Checklist

View offer confirmation

Move to In-Progress

3

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 Alex Hudmon 404-568-8274 30009	2004 - 2010 All Cars Acura Honda
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4

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.

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.

- 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.

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

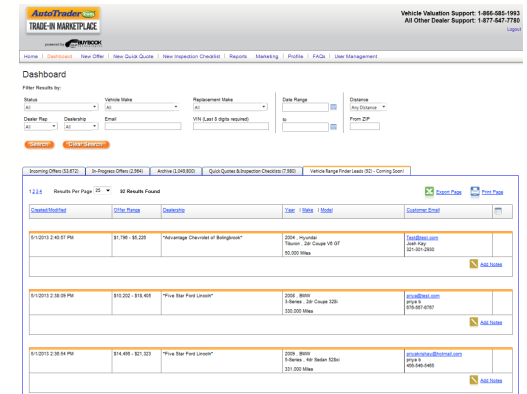
How long will quotes and checklists remain in this tab?

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.



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.



Incoming Offers (44,198) In-Progress Offers (2,013) Archive (1,121,330) Quick Quotes & Inspection Checklists (8,530) Vehicle Range Finder Leads (42)					
1 2	Results Per Page: 25	42 Results Found	Export Page Print Page		
Created/Modified	Offer Range	Dealership	Year Make Model	Customer Email	
4/24/2013 2:48:58 PM	\$714 - \$3,058	*Arlington Toyota*	2004 , Hyundai Tiburon , 2dr Coupe 5,000 Miles	test@test.com Josh Kay 555-430-2093	Add Notes
4/24/2013 1:20:51 PM	\$16,011 - \$17,710	*#1 Cochran of Monroeville*	2012 , Honda Accord , 4dr Sedan 5-Speed EX 12,000 Miles	roopa.junna@autotrader.com roopa junna 678-123-1234	Add Notes
4/24/2013 12:18:12 PM	\$4,356 - \$6,895	*#1 Cochran of Monroeville*	2007 , Mazda MAZDA6 , 4dr Sedan Sport i 85,000 Miles	madeinbz@live.com Ed Watson 770-843-0650	Add Notes
4/24/2013 12:04:22 PM	\$10,866 - \$14,941	*Southland Ford*	2007 , Honda CR-V , 4dr SUV 2WD EX-L 60,000 Miles	r@t.com r r 343-343-4343	Add/View Notes

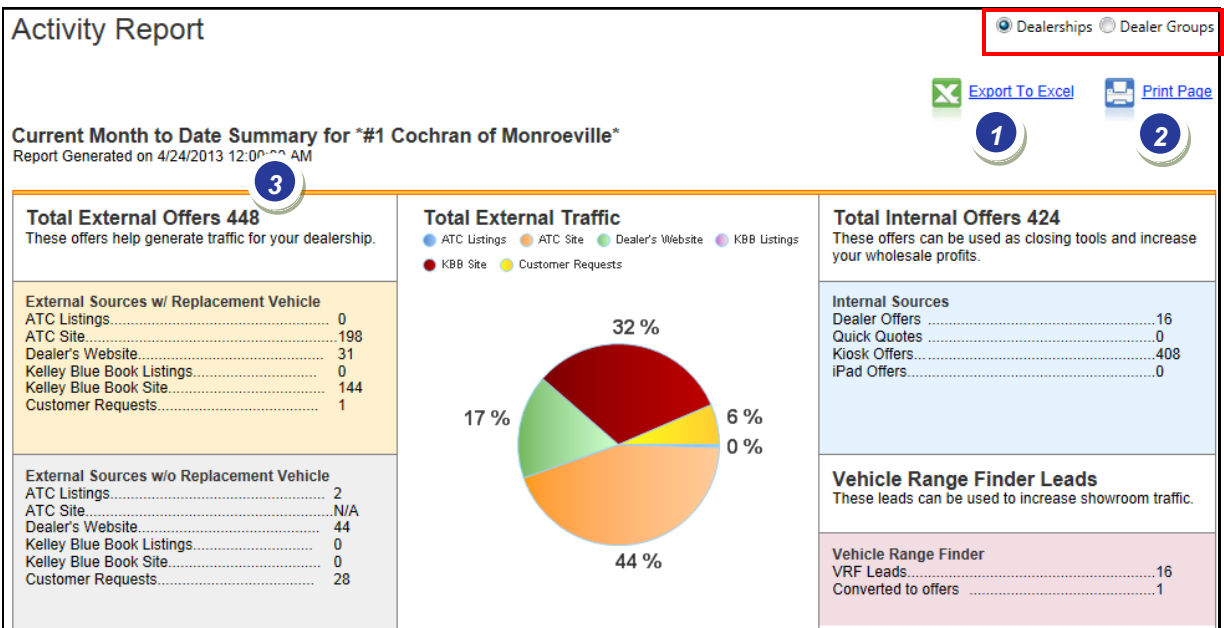
- 1 Created/Modified** – Displays the date and time the VRF last created or last modified
- 2 Offer Range** – Displays the Offer Range that was provided to the Consumer on the Dealer's website
- 3 Dealership** – Displays the Dealership name. The Dealer is only able to see their leads.
- 4 Year/Make/Model** – 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.



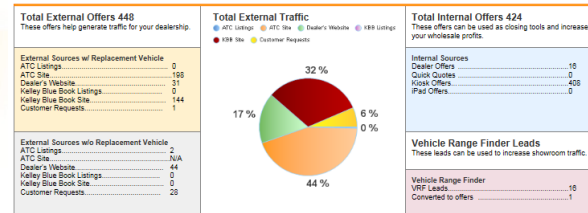
What can be done in this report?

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



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	160	31	0	144	1	2	N/A	44	0	0	20	448
Mar 2013	1	316	66	0	180	5	1	N/A	56	0	0	33	659
Feb 2013	1	378	70	0	159	1	1	N/A	49	0	0	21	688
Jan 2013	2	334	82	0	165	4	3	N/A	50	0	0	23	655
Dec 2012	2	271	63	0	156	3	1	N/A	49	0	0	34	579
Nov 2012	5	286	63	0	115	1	2	N/A	63	0	0	32	516
Oct 2012	4	263	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

1 Export to Excel – Click this link to export the report to an excel spreadsheet.

2 Print Page – Click this link to print the report page.

3 External Offers – This section displays count totals for incoming offers in two categories and by source.

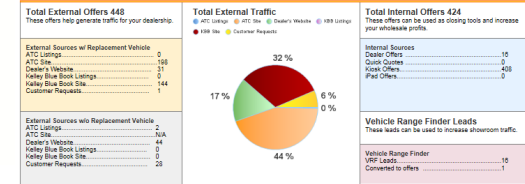
Two Categories:

- **W/ Replacement Vehicle by Source** – Represents Consumer offers including what type of vehicle they are interested in purchasing.
- **W/o Replacement Vehicle by Source** – Represents Consumer offers only.

Sources:

- **ATC Listings** – Represents the TIM link found on each of the Dealer's vehicle listings on AutoTrader.com.
- **Kelley Blue Book Listings** – Represents the TIM link found on each of the Dealer's vehicle listings on kbb.com.

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



Previous 12 Months of TIM Activity

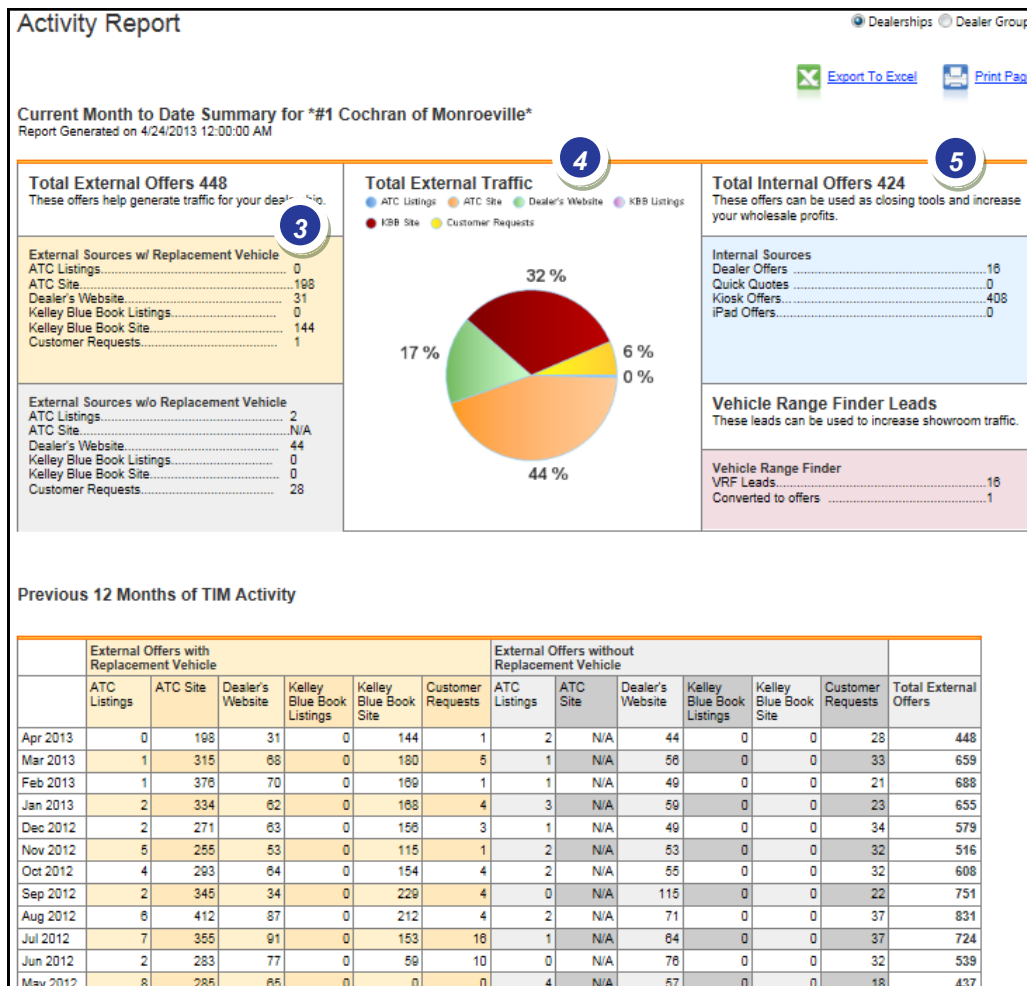
	External Offers with Replacement Vehicle						External Offers without Replacement Vehicle						Total External Offers	
	ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests	ATC Listings	ATC Site	Dealer's Website	Kelley Blue Book Listings	Kelley Blue Book Site	Customer Requests		
Apr 2013	0	198	31	0	144	1	2	N/A	44	0	0	0	23	448
Mar 2013	1	315	68	0	180	5	1	N/A	56	0	0	0	33	659
Feb 2013	1	376	70	0	169	1	1	N/A	49	0	0	0	21	688
Jan 2013	2	334	62	0	168	4	3	N/A	59	0	0	0	23	655
Dec 2012	2	271	63	0	156	3	1	N/A	49	0	0	0	34	579
Nov 2012	5	255	53	0	115	1	2	N/A	53	0	0	0	32	516
Oct 2012	4	293	64	0	154	4	2	N/A	55	0	0	0	32	608
Sep 2012	2	345	34	0	229	4	0	N/A	115	0	0	0	22	751
Aug 2012	6	412	87	0	212	4	2	N/A	71	0	0	0	37	831
Jul 2012	7	355	91	0	153	16	1	N/A	64	0	0	0	37	724
Jun 2012	2	283	77	0	59	10	0	N/A	76	0	0	0	32	539
May 2012	8	285	65	0	0	0	4	N/A	57	0	0	0	18	437



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.



3

- **ATC Site** – Represents the TIM 'house ads' placed throughout the main AutoTrader.com website and are not dedicated to any Dealerships.
- **Kelley Blue Book Site** – Represents the TIM 'house ads' placed throughout the main kbb.com website and are not dedicated to any Dealerships.
- **Customer Requests** – Customers who chose to send their information to a specific TIM Dealer.
- **Dealer's Website** – Represents the TIM logo and link that have been placed on the Dealership's website.

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.



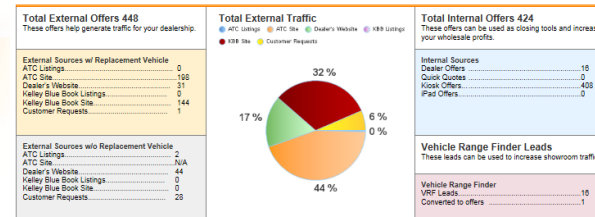
Reporting (cont.)

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.

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

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

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	
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Dec 2012	2	271	63	0	156	3	1	N/A	49	0	0	34	579
Nov 2012	5	255	53	0	115	1	2	N/A	53	0	0	36	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

Activity Report

Dealerships Dealer Groups

Export To Excel Print Page

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

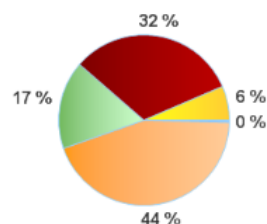
Total External Offers 448
These offers help generate traffic for your dealership.

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

● ATC Listings ● ATC Site ● Dealer's Website ● KBB Listings ● KBB Site ● Customer Requests



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.

Vehicle Range Finder VRF Leads	16
Converted to offers	1

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	0	28	448
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Aug 2012	6	412	87	0	212	4	2	N/A	71	0	0	0	37	831
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Jun 2012	2	283	77	0	59	10	0	N/A	76	0	0	0	32	539
May 2012	8	285	65	0	0	0	4	N/A	57	0	0	0	18	437

5 Internal Usage (cont.)

- **Quick Quotes** — Represents all quotes run inside the Dealership using the Quick Quote tool inside the TIM Admin Tool.
- **Kiosks** — Represents all offers generated from a TIM kiosk inside the Dealership.

6 Rolling 12 month Activity Report –

For both Internal and External—broken down by source.

7 Vehicle Range Finder Leads–

Provides the number of VRF leads and number of leads that were converted to offers, if applicable.



Marketing

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.

- Which product would you like to add?
☒ Trade-In Marketplace
☐ Vehicle Range Finder
- Where do you want to add access to TIM?
☒ On your dealership website
☐ On a kiosk
☐ On an iPad
- 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
- What TIM message do you want customers to see?
☒ Trade-in or sell
☐ Trade-in only



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

[Click to enlarge](#)

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.

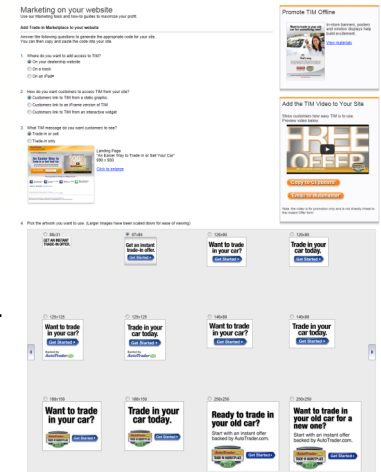
5. Pick the artwork you want to use. (Larger images have been scaled down for ease of viewing)

6. Test your option below

7. 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](#)



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.

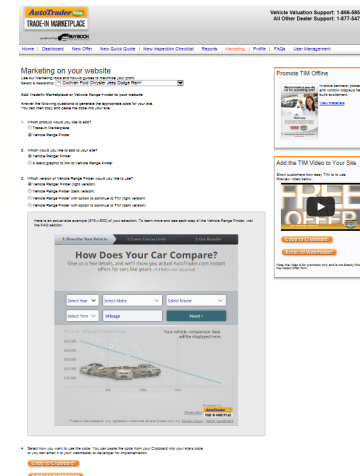
- Which product would you like to add?
 - ☐ Trade-In Marketplace
 - ☒ Vehicle Range Finder
- Which would you like to add to your site?
 - ☒ Vehicle Range Finder
 - ☐ A static graphic to link to Vehicle Range Finder
- Which version of Vehicle Range Finder would you like to use?
 - ☐ Vehicle Range Finder (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)

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.

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](#)



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 Search

[View Profile](#)

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:

Product: Buying Center with ATC
Buying Center with KBB

Send Kiosk Offers to CRM: No

Dealer Rep & Cell Information 3

Primary Dealership Email: BBTScrib@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	Email	Cell Phone	Cell Service Carrier	Receive Trade-In Marketplace Alerts by:	Receive Vehicle Range Finder Alerts by:	Receive Enhanced Email Alerts
Calvin Lane	BBTScrib+clane_cochran_c		Select One...	<input type="checkbox"/> Email <input type="checkbox"/> Text	<input type="checkbox"/> Email <input type="checkbox"/> Text	<input type="checkbox"/> Yes

[Update](#) [Cancel](#)

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.

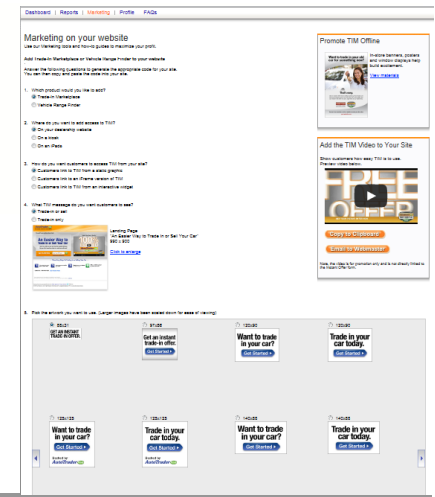
If a change is needed on any other information contained in the profile, please contact your AutoTrader.com Account Consultant.

- Dealership Contact Info** – This area contains the Dealership store information that will be shown to Consumers on the TIM site.
- Dealership Setup** – This area contains the Dealership's auction access # and the TIM product package the Dealership is subscribing to each month.
- 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.
- 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

3
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
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

- Dashboard** - This serves as the landing page for standalone VRF Customers. They only have access to the Vehicle Range Finder tab.
- Reporting** - The reporting is limited to VRF lead count and historical activity.
- Marketing** - Access is limited to downloading Vehicle Range Finder and entry point assets.

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

User Name:

Password:

Login

☐ Remember Login

[Forgot Password ?](#)

1

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

Search Existing Offers

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

Email

ZIP

OR

Full or partial VIN

Search

2

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

Incoming Offers (3)									
In-Progress Offers (1)									
Archive									
Quick Quotes & Inspection Checklists									
1	Results Per Page	25	3 Results Found						
Status	Exp	Offer Amount	Source	Dealer Rep Dealership	Year Make Model				
Eligible	2 Days 2 Hrs	\$7,944	ATC		2004, BMW 3-Series, 2dr Convertible 325Ci	d	D	4	3
11/22/2010 2:45:38 PM					84000 Miles				
						Edit Offer or Confirm Condition			
						<input checked="" type="checkbox"/> Print Inspection Checklist			

3

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

Inspection Checklist

AutoTrader.com
TRADE-IN MARKETPLACE

Dealer Rep:		Customer Information	
Vehicle Information:		Customer Name:	
Year:	Make:	Model:	Year:
2004	BMW	3-Series	2dr Convertible 325Ci
Exterior Color:	Interior Color:	Mileage:	Phone:
Silver Grey Metallic	Gray	84000	404-558-7867
VIN:	<div style="display: flex; justify-content: space-around;"> <div>1. Right Rear</div> <div>4. Trunk</div> <div>3. Left Rear</div> </div> <div style="display: flex; justify-content: space-around;"> <div>6. Right Door</div> <div>5. Hood</div> <div>2. Left Door</div> </div>		
<div style="text-align: center;"> </div>			
Cosmetic Condition:			
Exterior Notes:			

4

Use printout to inspect the vehicle with the Customer.

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

Incoming Offers (2) In-Progress Offers (22) Archive (857) Quick

1 Results Per Page 25 2 Results Found

Status	Exp	Offer Amount	Source	Dealer Rep Dealership
Eligible	5 Days 23 Hrs	\$9,764	Dealer's Website	
12/2/2010 12:09:00 PM				
Edit Offer or Confirm Condition				

5

Click the '**Edit Offer or Confirm Condition**' link.

WBSEK9C56ACY80433

Verify VIN

2004 Honda CR-V 4dr SUV 4WD
Automatic EX

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

Exterior Defects [Edit Section](#)

Front Defects <No Front Defects entered>

Passenger Defects <No Front Defects entered>

Rear Defects <No Rear Defects entered>

7

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.).

Vehicle Defects

Does this vehicle have exterior defects? (current and/or previously repaired) ☒ Yes ☐ No

Front Defects

☒ Front Tires

☒ Currently is less than 50% 1

[Return to Review Page](#)

8

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.

Additional Information: [Edit Section](#)

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

[Get Trade-In Offer](#)

9

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

Additional Information: [Edit Section](#)

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

[Condition Confirmed](#)

10

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

Additional Information:

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

[Ground](#)

Confirmed	2 Days	\$7,944	ATC
11/20/2012 14:32:40	2 Hrs		

[Ground](#)

☐ Keep In-Progress

11

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.

Additional Information:

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

[Keep for Inventory](#)

Grounded	2 Days	\$7,944	ATC
11/20/2012 14:32:40	24 Hrs		

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

☐ Keep In-Progress

12

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.

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

OR

Year
 2006

Make
 Chevrolet

Model
 Malibu

2

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

Dealer Representative
 David

Dealer Phone
 404-568-7867

Is this offer for a customer?
☒ Yes ☐ No

Customer First Name
 John

Customer Last Name
 Smith

Customer Email
 john.smith@email.com

Customer ZIP Code
 30303

Customer Phone
 404-568-7867

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.

Vehicle Information

Do you have the VIN
☐ Yes ☒ No

Year
 2006

Make
 Chevrolet

Model
 Malibu

Style
 4dr Sedan LS 2.2L

Exterior Color:
 Black

Interior Color:
 Titanium

Mileage:
 85000

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**.

Quick Quote **\$5,089**

Contact Information

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

DealerAdjustments	
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.

<input type="checkbox"/> Need four tires.....	-	850
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Initial Quote: \$5,089

Total of Conditions: (\$850)

Dealer Assessed Quick Quote Total: \$4,239

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