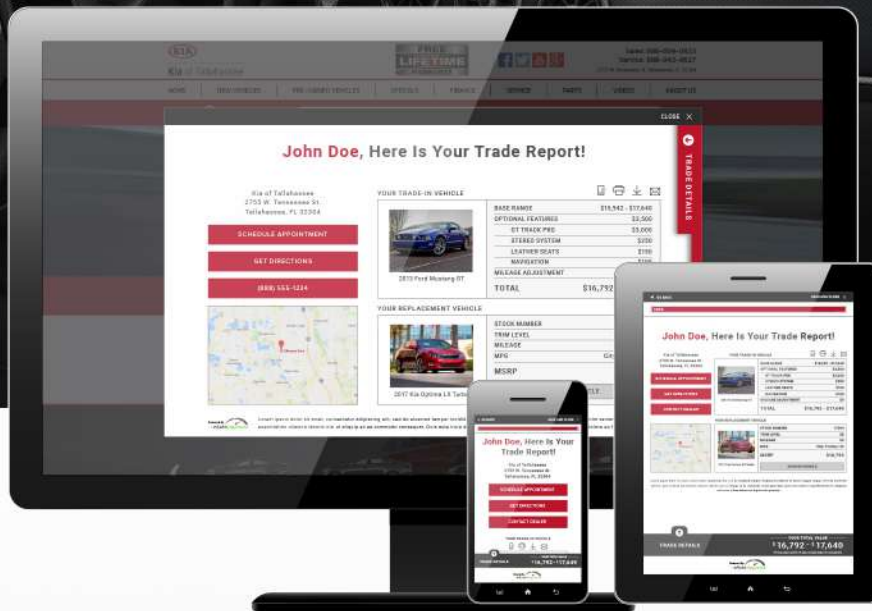


eAutoAppraise

TRADE IN-APPROVAL-PURCHASE



CASE STUDY PROFILE



Kia of Tallahassee

LEAD GENERATION INCREASE: **86%**

Current Inventory

243

Avg. Monthly Traffic

9,681

Estimated Sales

58**

Estimated Profit

\$145,000**

In the 5 months prior to eAutoAppraise implementation, Kia of Tallahassee* was generating an average of 182 form leads per month. After eAutoAppraise went live that number jumped to **338 form leads per month**.

An increase of over 86%!

Along the same lines, the average monthly conversion rate was at 2.20% before eAutoAppraise. Afterwards the conversion rate jumped to 3.5%, **a nearly 59% increase!**

*Tallahassee, FL population 190894 (urban)+ , median income: \$23,942++

**Based on a closing rate of ~30% from June–October 2017.

+ 2016 Population Estimate: https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

++ <http://www.bestplaces.net/economy/city/florida/tallahassee>

Reasons Why You Need eAutoAppraise

- Increase Your Leads over 80%
- Real-Time Soft Credit Pulls
- Choice of NADA Guides or Black Book Valuations (Customizable Valuations)
- Vehicle Appraisal in Seconds
- Customers Can Upload Photos/Videos of Their Car
- Real-Time Incentive Data
- 100% OEM Compliant
- Complete Inventory Integration
- Seamless Integration with All CRM Providers
- Takes Less Than 10 Seconds To Complete

To learn more about how eAutoAppraise can help increase your leads, call **866-795-8903** or visit **eautoappraise.com** today!