



"eAutoAppraise is the best trade value tool we've ever used. We've tried all of them...by far, eAutoAppraise is head and shoulders above the rest. We've been with them for over a year, and our trade-in value leads have tripled... we've definitely sold more vehicles from it."

Ryan Case
Internet Sales Manager for Sweeney Chevrolet

Further testimonials as to the lead-generation power and flexibility of the tool can be found at <http://www.eautoappraise.com/video-testimonials/>.
Hear how other dealers have used eAutoAppraise to drive sales!

CASE STUDY PROFILE



LEAD GENERATION INCREASE: **42%**

Current Inventory	Avg. Monthly Traffic	Estimated Sales	Estimated Profit
874	29,144	268**	\$670,000**

In the 3 months prior to eAutoAppraise implementation, Sweeney Auto Group in Youngstown, OH* was generating an average of 855 form leads per month. After eAutoAppraise went live that number jumped to **1216 form leads per month**, an increase of over **42%**!

Overall, eAutoAppraise leads accounted for 12.65% of the total form lead count!

Along the same lines, the average monthly conversion rate was at 3.27% before eAutoAppraise. Afterwards the conversion rate jumped to 4.30%, a **nearly 32% increase!**

*Youngstown, OH population 66982 (urban)+, median income: \$24,133++

**Based on a closing rate of ~30% from June-September 2017.

+ 2010 US Census American: https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

++ 2015 US Census American Community Survey: https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml

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!