



The CarOffer platform is available in three forms (CarOfferBasic, CarOfferPlus, and CarOffer360)

**CarOfferBasic** includes:

- 1) Trade Grade
  - a. "Trade Grade" is an application used to capture fresh-trade data.
  - b. "Trade Grade" grants sales and management personnel the opportunity to conduct a consumer interview to discover previous purchase habits related to Finance & Insurance products.
  - c. Once the "Trade Grade" process is completed, the CarOffer platform will deliver a backstop bid, when applicable, to the used car management team.
  
- 2) Backstop Bids
  - a. A "Backstop Bid" is an offer to purchase fresh trades.
  - b. Once the "Trade Grade" process is completed, CarOffer users will receive a "Backstop Bid."
  - c. The purchase of a "Backstop Bid" does not mandate that a vehicle is sold through the CarOffer platform but does grant the user the ability to execute the transaction within a given time period.
  - d. Execution of the "Backstop Bid" initiates the immediate sale of a fresh-trade and begins the inspection, title, and transportation process.
  
- 3) Automatic Aged Inventory Bids
  - a. The CarOffer platform reviews existing dealer inventory and looks for opportunities to offer bids on current inventory units.
  
- 4) Guaranteed Bids (45-Day Guaranteed Bids)
  - a. On eligible vehicles, CarOffer dealers can purchase a "45-Day Guaranteed Bid."
  - b. The acceptance of a "45-Day Guaranteed Bid" grants the user the ability to execute a wholesale transaction within 45 days at a designated price.
  - c. Execution of a "45-Day Guaranteed Bid" initiates the immediate sale of the vehicle and begins the inspection, title, and transportation process.
  
- 5) CarOffer Buyer Matrix
  - a. The "CarOffer Buyer Matrix" allows platform users the opportunity to identify preferred vehicles and set purchase and mileage parameters to help source inventory.
  - b. Once configured, the "CarOffer Buyer Matrix" works autonomously to fulfill requests across the network.

**CarOfferPlus** provides all the features in CarOfferBasic, as well as:

- 1) CarOffer Trade Value
  - a. "CarOffer Trade Value" provides dealers with a website widget that allows consumers the opportunity to value their trade with automatic bids.
  - b. The "Consumer Trade Condition Report" allows consumers to fill out an online questionnaire regarding the condition and mileage of their vehicle and add photos.
    - i. Once completed, the consumer receives an offer to sell their vehicle that is contingent upon a visual inspection by the dealer.



## CAROFFER, LLC PROCESSES

**CarOffer360** provides all of the features in CarOfferBasic and CarOfferPlus, as well as:

- 1) Email Marketing Campaigns for Retention and Service Drive
  - a. "Email Marketing Campaigns" provide dealers with the use of automated email campaigns to promote the purchase of trade-ins and sale of existing new and used inventory.
- 2) Integrated Portal
  - a. CarOffer360 portal provides users with "Lead Journey" and follow-up tools to help dealers better manage their inbound leads and daily work.
- 3) Express Retail with Vehicle Compare Sheets
  - a. "Express Retail" allows dealer to customize vehicle offers for consumers prior to an in-store visit.
  - b. "Vehicle Compare Sheets" are used to compare dealer inventory with the consumers current vehicle and find units that best match a consumer's potential vehicle and payment needs.
- 4) Rapid Proactive Messaging
  - a. "Rapid Proactive Messaging" offers users instant text or email alerts when consumers engage with marketing.
  - b. Allows store management the opportunity to ensure that all consumers are contacted and followed-up with in a timely manner.