

The

Wobbly Awards

TRADEDEPENDENT





BRICE ENGLERT

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MATTHEW DAVIS

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WEBINAR RECORDING

Today's presentation recording will be available for download after the webinar.



WEBINAR QUESTION & ANSWER

Use the Q&A button

Follow us on social media and get:

- Latest Product Updates
- Useful tools ([Like the Inventory Sourcing Checklist!](#))
- Conference Updates and Deals
- SWAG Raffles!
- Tons more...



The

Wobbly Awards

TRADEDEPENDIG



API Partner of the Year



Upstart

Upstart Auto Retail combines online and in-store digital retail capabilities with financing and manager tools to help you create an omni-channel car buying experience.

sales@tradepending.com

API

TOP PERFORMERS - 18!!!

Demonstrated excellence in sourcing inventory not only through usage of TradePending products, *but also across all marketing channels and processes.*

These winners have excellent website and form conversion rates, regardless of their market size or website traffic.

sales@tradepending.com



TOP PERFORMERS

Hebert's Town & Country

Hendrick Toyota North Charleston

Marthaler Chevrolet Glenwood

Team Kia El Cajon

Joe Cooper Ford Yukon Oklahoma

McKinnon Toyota - McKinnon Nissan



JOE COOPER FORD



TOP PERFORMERS

Greenway KIA West

Fields Lexus

Amato Hyundai

Zeigler Nissan of Gurnee

Colonial Auto Group

Tom Peacock Nissan

sales@tradepending.com



TOP PERFORMERS

Bob Ruth Ford

Serra Chevrolet

Toyota of Easley

Eagle Chevrolet Buick

White Allen Chevy

Temecula Valley Toyota

sales@tradepending.com



BOB RUTH FORD

Bob Ruth Ford, Inc.
Sponsored · 🌐

Get The Most ✅ Out of Your Vehicle 🚗 At Bob Ruth Ford! 🤖




selltobobruth.com
!! Bob Ruth Buys Cars !!
Get a Real Offer Instantly

Get offer

Bob Ruth Ford, Inc.
Sponsored · 🌐

SELL YOUR CAR BACK TO BOB RUTH FORD TODAY !! If you're looking to sell your vehicle OR trade in and trade UP into a newer model, click below for your online quote. Get paid today! 🤖



WE WANT TO BUY YOUR CAR BACK!

SELECT MAKE FOR 2020

- Acura
- Alfa Romeo
- Aston Martin
- Audi
- Bentley
- BMW
- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ferrari

VALUE YOUR TRADE
GET AN INSTANT OFFER


BOB RUTH
Ford
DILLSBURG, PA

BOBRUTHFORD.COM
We Want Your Car Back!
Get your instant quote 🤖

Learn more

Bob Ruth Ford, Inc.
Sponsored · 🌐

Get a REAL 🤖 Offer NOW !! NOT An Estimate



WIN BIG PLAYS
SELL YOUR CAR TO BOB RUTH FORD

selltobobruth.com
Avoid the Hassle - Sell to Bob Ruth Ford !!

Get offer

Bob Ruth Ford, Inc.
Sponsored · 🌐

Get The Most ✅ Out of Your Vehicle 🚗 At Bob Ruth Ford! 🤖



SELL YOUR CAR TO BOB RUTH FORD
SCORE A GREAT DEAL

selltobobruth.com
!! Bob Ruth Buys Cars !!
Get a Real Offer Instantly

Get offer

VEHICLE MERCHANDISING CHAMPS

Showcased their inventory with Badges using new and creative approaches to merchandising their vehicles...

along with best-in-class website placements to build value and create urgency with shoppers.

Badges

MERCHANDISING CHAMP



JOHNSON
LEXUS



RARE FIND

This vehicle is a rare find within 50 miles. There are only a few similar vehicles in your area.

POWERED BY
TRADEPENDING



Nominated By:

Lee Herndon

Director of Major Accounts

sales@tradepending.com

Badges

MERCHANDISING CHAMP

FRED MARTIN SUPERSTORE

(Ashley St. Pierre the BDC team)

NAVIGATION, HEATED SEATS, ALL WHEEL DRIVE

FRED MARTIN SUPERSTORE

REMAINING WARRANTY +7

This vehicle has 5 remaining Warranties.

Balance: 84 Mo/106,978 Mi

POWERED BY TRADEPENDING



Nominated By:
Shawn Belles
Regional Sales Manager

sales@tradepending.com

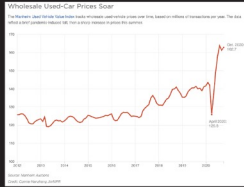
Badges



TO THE NEXT LEVEL!

FRED MARTIN SUPERSTORE

Get Your Vehicle's **Market Value Report**
Instantly On Our Website!



FredMartinSuperstore.com/value-your-trade

SELL US YOUR CAR!

- ✓ No Obligation Offer!
- ✓ No Appointment Needed!
- ✓ No Fees, No Hassle!
- ✓ Get Paid The Same Day!

PAID SAME DAY VIA CHECK WHEN ADMINISTRATIVELY FEASIBLE. PAID FOLLOWING BUSINESS DAY AFTER OFFICE HOURS OR WEEKENDS.

FRED MARTIN SUPERSTORE

**We Spend
2x As Much
On Used Car
Reconditioning
Than Other Dealers!**

USED CAR RECONDITIONING COST COMPARED TO OTHER CHRYSLER DEALERSHIPS IN THE GREAT LAKES BUSINESS CENTER DURING JANUARY 2021 BASED ON 1-YEAR INFORMATION.

Get \$1,000 Trade-In Bonus Cash!*

TRADE IN A 2017 TO 2021 USED VEHICLE WITH LESS THAN 80,000 MILES AND RECEIVE AN EXTRA \$1,000 FOR THAT VEHICLE. ONLY ONE TRADE-IN PER SALE TRANSACTION QUALIFIES FOR THE EXTRA \$1,000. VEHICLE SUBJECT TO INSPECTION AND VALIDATION OF INFORMATION PROVIDED. SEE DEALER FOR ADDITIONAL DETAILS.

MERCHANDISING CHAMP

Ryan FAMILY DEALERSHIPS

Special Offer	Certified Used 2019 Buick Envision Essence	
	VIN: LRBFXCSA5KD003211 STOCK #: R175109	
	Engine: 2.5L 4-Cylinder DGI DOHC VVT Trans: 6-Speed Automatic Location: Ryan Buick GMC & Ryan Cadillac Drivetrain: FWD Exterior: White Interior: Dark Galvanized	Ryan Price \$25,000  POWERED BY TRADEPENDING Location:



Nominated By:
Bob Jors
Regional Sales Manager

sales@tradepending.com

Badges



Rookie(s) of the Year

Wendy Capri & Ryan Davilla



Nominated By:
Shawn Belles
Regional Sales Manager

sales@tradepending.com



Most Engaged Person of All-Time Champ

Jim Tennison



Nominated By:
Sara Wright
Customer Success Manager

sales@tradepending.com



Creating Leads from Social Media Grand Champion 2022



sales@trading.com





Meyer Motors
 107 Plaza Ln
 Plymouth, WI 53073
 (920) 876-6778
 gomeyermotors.com

4.6 stars on Cars.com
 ★★★★★
 4.6 on Google
 ★★★★★



Album Dog's of Meyer Motors

Meyer Motors
 Published by Hailey Hubacek · March 14 ·

Hugo had fun exploring our showroom today while his owners had an appraisal done on their vehicle! Here's your friendly (and cute!) reminder that Meyer Motors is buying vehicles outright. Click the link below if you'd like to see (approx.) how much your vehicle is worth before coming in!
<https://www.gomeyermotors.com/PartnerPage?ValueYourTrade>

2,201 People reached	0% from boosted posts
2,201 organic	0 paid
109 Post engagements	
39 reactions	7 comments
15 on post	0 on post
24 on shares	7 on shares
2 shares	61 clicks
2 on post	13 photo clicks
0 on shares	14 link clicks
	0 clicks to play
	34 other clicks
0 Negative feedback	

Meyer Motors
 Published by Hailey Hubacek · June 30 ·

Ready to sell your vehicle? We're buying used vehicles even if you don't buy one of ours! Click the link below to start the conversation with a quick trade estimate, it only takes 10 seconds!
<https://www.gomeyermotors.com/PartnerPage?ValueYourTrade>

#14 THE KING'S ROUND TABLE

334 People reached	0% from boosted posts
334 organic	0 paid
11 Post engagements	
3 reactions	2 comments
3 on post	2 on post
0 on shares	0 on shares
1 share	5 clicks
1 on post	0 photo clicks
0 on shares	3 link clicks
	0 clicks to play
	2 other clicks
0 Negative feedback	

Meyer Motors
 Published by Hailey Hubacek · May 18 ·

Kevin wants YOU to sell us your vehicle!
 We will buy your vehicle for cash even if you don't buy one of ours. Call today to schedule your in-person appraisal or go to the trade value tool on our website to find out what your vehicle might be worth (estimate is subject to change when the vehicle is appraised in person).
 Trade tool: <https://www.gomeyermotors.com/PartnerPage?ValueYourTrade>



Meet Kevin!

sales@tradepending.com

Creating Leads from Email Marketing Grand Champion 2022



Creating Leads Email Marketing



SELL YOUR CAR

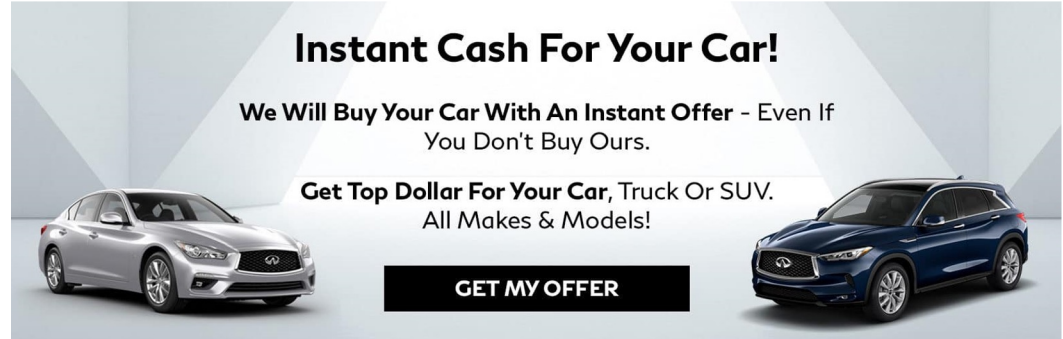


**WE BUY ANY CAR
IN 30 MINUTES**

HASSLE-FREE

WHAT'S MY CAR WORTH?



2 steps and 10 seconds to value your trade-in



Instant Cash For Your Car!

We Will Buy Your Car With An Instant Offer - Even If
You Don't Buy Ours.

Get Top Dollar For Your Car, Truck Or SUV.
All Makes & Models!



GET MY OFFER



GET A
**FREE INSTANT
TRADE VALUE**

FOR YOUR CAR NOW!

FIND OUT NOW



sales@tradepending.com

Service Lane Sourcing Grand Champion 2022



sales@trading.com

Service Lane Inventory Sourcing



Service hang tags lead to
'Value Your Trade' landing page



Service Kiosk to
'Value Your Trade'
landing page

sales@tradepending.com

Payments Grand Champion 2022 Powersports



Over
1,000 leads
In 4 months

21% form
completion

Nominated By:
Dax Robinson
Regional Sales Manager

sales@tradepending.com

Payments

Payments Grand Champion 2022 Automotive



Check out their results [here](#)

Nominated By:
Hal Wray
Special Project Executive

sales@tradepending.com

Payments

Inventory Sourcing Grand Champion 2022



Inventory Sourcing

17,250+ Leads

(through all channels)

6.5 Leads per sale



KRAFT NISSAN

Subject:

Categories: Service Specials Service Reminders Newsletters
 Recall Notices Birthday/Anniversary Sales Specials

Select a template category...

Select a Merge Code...

Source |

Styles - | Format - | Font - | Size - |

Hey <{CustFirstName}>.

We are approaching our fiscal year end at Kraft Nissan and we are very excited to announce that we will match your stimulus payment toward the purchase of a new vehicle!

In addition to **matching your \$1,400 stimulus check**, we have **rates as low as 0%** on most new vehicles and we are paying top dollar for your trade in --- **up to \$2,500 over book value!**

If you are in the market for a new vehicle, now is the time to come in and look at our inventory!

Feel free to reply to this email or call me directly at 850-576-6171 (ext. 2181) to book your appointment - I'm also here to help answer any questions or concerns you may have!

Sincerely,
Mason

Mason McFalls
Kraft Nissan, BDC Sales Manager
850-576-6171 (ext. 2181)

~1 email per week
Plain text
Personal touch

sales@tradepending.com

The

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TRADEPENDING



Go to this link to claim your own free Wobbly Bird!



bit.ly/wobblybird

(Case Sensitive)





BRICE ENGLERT

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MATTHEW DAVIS

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