

# THE WOBBLY AWARDS

Demonstrated Excellence in Automotive





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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

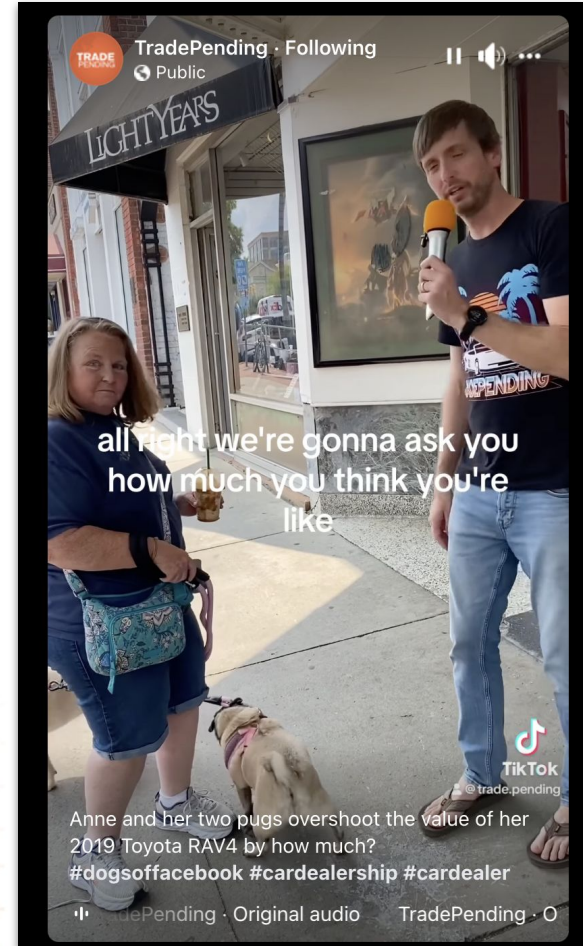
# TradePending TV



*For more of the best, best practices follow us here*



SALES@TRADEPENDING.COM





And now...



**Inventory Sourcing**  
**⚡ GRAND CHAMPION ⚡**

# GRAND CHAMPION



- 1.8% Website Conversion Rate
- 300+ Trade leads every month
- 400+ Payment leads every month



*Payments*

Automotive

⚡ **GRAND CHAMPION** ⚡



# GRAND CHAMPION

A screenshot of the McCarthy Honda website's 'Desired Monthly Payment' calculator. The page is titled 'Desired Monthly Payment' and includes a navigation menu at the top with links for Home, New, Used, Specials, Research, Finance, Service & Parts, Community Involvement, About Us, and Careers. The main content area features a form with a 'Monthly payment' input field set to \$.00. Below the form is a 'Continue >' button. At the bottom of the form, there are three tabs: 'Vehicle Information', 'Trade-In Vehicle', and 'Title & Est. Credit Score'. The page is powered by TRADEPENDING.

- Avg 240+ Payments Leads Monthly
- Angela Cramsey, dedicated to customer experience and walks every store through set up



*Payments*

Powersports

⚡ **GRAND CHAMPION** ⚡

# GRAND CHAMPION



- QR Code Standing Banners
- Google Business Products incorporation
- Payment focused elements to employee email signatures



A man with glasses and a light-colored shirt is taking a selfie with a smartphone in a car dealership. He is standing between two white cars. The background shows other cars and dealership lighting.

# Sales Video Team OF THE YEAR



# Sales Video Team of the Year



## Shane Mahowald (and team) - Eden Prairie Nissan

GSM Shane starred in the new commercial and it's been cut for more shorts for social. He embodies and conveys the energy and feel that you get at EPN and they wanted people to know feel it. They have seen great feedback on all marketing channels where the video has been pushed.

The background of the entire image is a grayscale photograph of a person wearing sunglasses, looking towards a car. In the center, there is a large orange rectangular box containing white text. At the bottom of the image, there is a grayscale photograph of two hands holding a smartphone. The phone's screen displays a close-up of a severely damaged, crumpled metal car part, likely from a front-end collision.

# Service Video Team OF THE YEAR

# Service Video Team of the year



**Midland Honda**

Personal Video for MICHAEL HAMILTON

**Recommended Services**

| Description                  | Amount    | Approve |
|------------------------------|-----------|---------|
| <b>Attention Required</b>    |           |         |
| FOUR NEW ALL SEASON TIRES    | \$1468.43 |         |
| FRONT BRAKE PADS AND ROTORS  | \$598.04  |         |
| REAR BRAKE PADS AND ROTORS   | \$598.04  |         |
| <b>Attention Recommended</b> |           |         |
| FOUR WHEEL ALIGNMENT         | \$150.00  |         |

Comments: if you have any questions please give me a call at 705 526 1344 ext 256


[See Full Multi Point Inspection](#)

**CONTACT CASEY**

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Powered By  Share Video: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

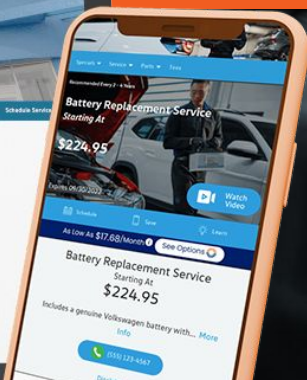
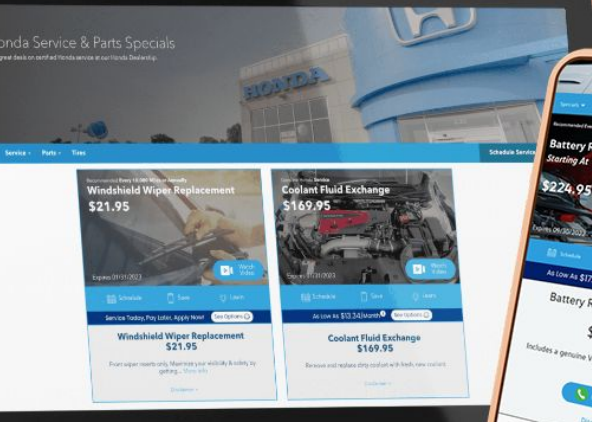
## Midland Honda

- Skilled at using video to increase transparent & trust



# Fixed Ops Digital

## Online Service Experience CHAMPION





# Online Service Experience Champion



'Big Al' Gillespie

The screenshot displays the website's interface. At the top, there are navigation links for 'New', 'Electric', 'Used', 'CarBravo', 'Specials', 'Service', 'Collision', 'Finance', 'About', and 'My Chevrolet Rewards'. The main content area features three service cards:

- 5 Quart Full Synthetic Oil Change**: Recommended Every 7,500 - 10,000 Miles, priced at \$89.95. Includes a 'Watch Video' button and expires 12/31/2023.
- Cabin Air Filter Replacement**: Recommended Every 15,000 - 30,000 Miles, priced at \$69.95. Includes a 'Watch Video' button and expires 12/31/2023.
- Air Filter Replacement**: Recommended Every 15,000 - 30,000 Miles, priced at \$49.95. Includes a 'Watch Video' button and expires 12/31/2023.

Below the cards is a section titled **SERVICES WE PROVIDE**. It states: "Our certified technicians are fully prepared and ready to perform any service your vehicle requires. Contact us with any questions you have regarding the services we offer such as:"

The services listed with icons are:

- TIRES
- BRAKES
- BATTERY
- TRANSMISSION
- ALIGNMENT

At the bottom of the screenshot, there are social media icons for YouTube, Facebook, X, and Instagram, along with a chat bubble icon.

## Feldman Automotive Group

By utilizing all Fixed Ops Digital has to offer, 'Big Al' Gillespie ensures that all the information a service customer requires is upfront with *informational videos* and *clear and consistent pricing*.



POWERED BY TRADEPENDING

**Your Automotive Group**  
Visit Our Website

- Images
- Highlights
- Badges & Awards
- Fuel & Safety
- Window Sticker

**Next Steps:**

- Value Your Trade
- Calculate Your Payment
- Get Prequalified Now

**2020 Sport SUV w/AWD** \$23,500 17,550 mi [View All Used Vehicles >](#)

**Fuel & Safety**  
**Fuel Economy**  
*The scoring below is rated by the Environmental Protection Agency, EPA.*

**17 MPG**      **15 / 20**  
Combined City/Highway      City      Highway

**Air Pollution Score**      **Greenhouse Gas Score**

7      3

No Safety information available.

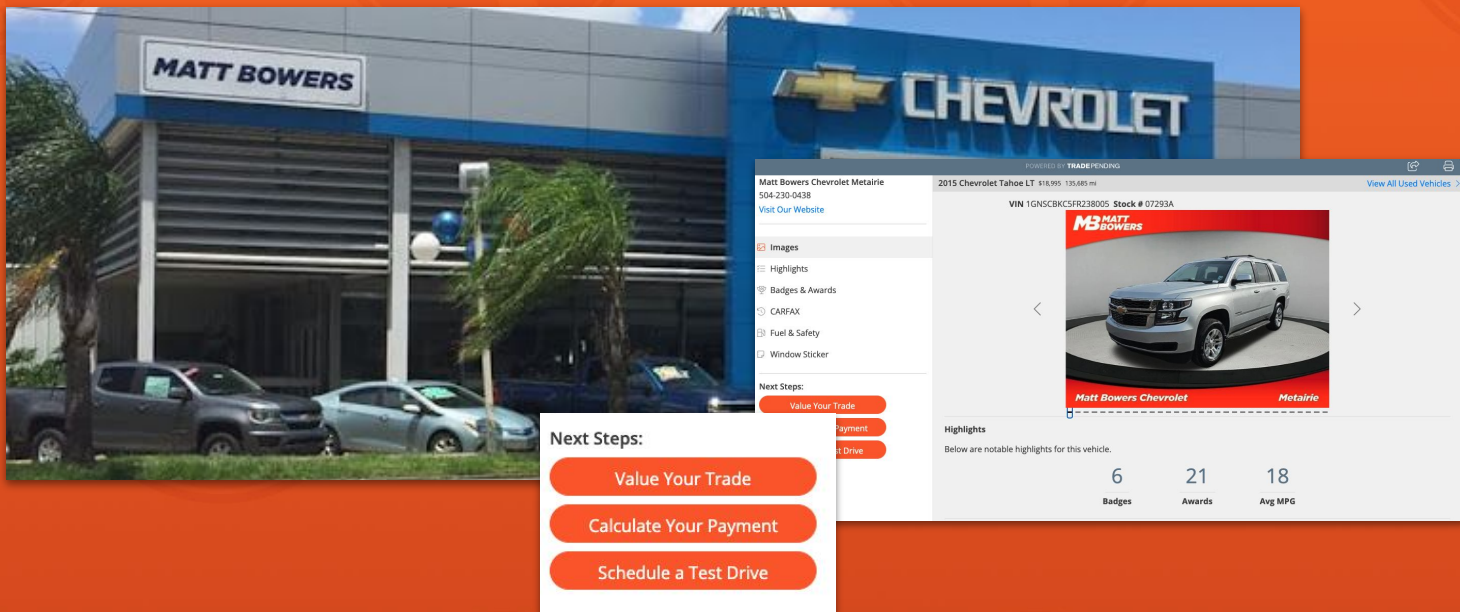
**Window Sticker**  
*This window sticker is generated by the third party TradePending.*

| Vehicle Description |                              |
|---------------------|------------------------------|
| VIN                 | V453010GH5621GDA5            |
| Year                | 2020                         |
| Description         | 3.7L 24V SOHC VTEC V6 Engine |
| Exterior Color      | White                        |
| Interior Color      | Taupe                        |
| Standard Features   |                              |
| and Telematics      |                              |

# AutoBio

## Sales Enablement Team OF THE YEAR

# Sales Enablement Team of the Year



## Matt Bowers Chevrolet

Matt Bowers Chevrolet signed on with AutoBio mid-June 2023. Their #1 salesperson has sent over 1,000 AutoBios in that time. *It's his first year selling cars.*



# Badges

## VEHICLE MERCHANDISING CHAMPION



POWERED BY  
TRADEPENDING

### Popular Body

Percent of Recently Sold: 74%  
Drivers like Sedan within 100 miles.  
[Explore All](#)



POWERED BY  
TRADEPENDING

G  
Y  
B  
E





# Vehicle Merchandising Champ



APPLY ONLINE  

(404) 382-5353



4189 Abbots Bridge Rd, Duluth, GA 30097 [www.carmaautogroup.com](http://www.carmaautogroup.com)

2017 RAM 3500 CREW CAB

|            |          |
|------------|----------|
| MSRP       | \$57,878 |
| Sale Price | \$41,995 |

 **Best Price**  
Your Savings: \$12,815  
Best priced vehicle nationally.  
[Explore All](#)

TRADE PENDING

|   |  |
|---|--|
|  VIN 3C63R3FL5HG587204 |  74,435 |
|  AUTOMATIC             |  4WD    |
|  19163                 |  DIESEL |
|  GRAY                  |  BLACK  |

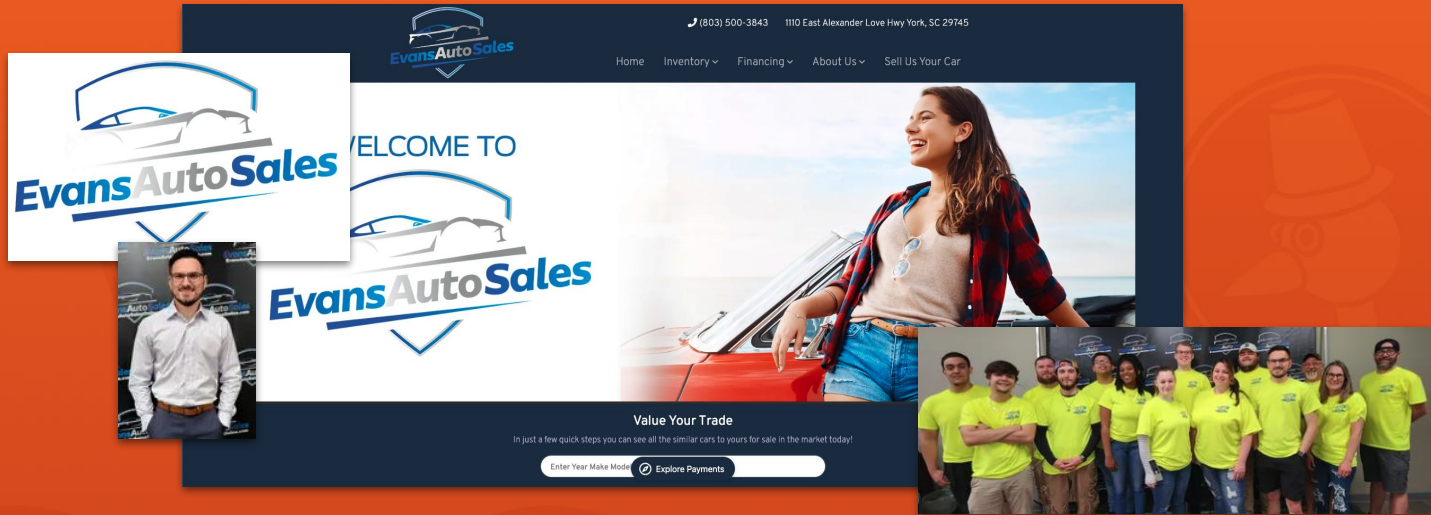
- Small but very mighty!
- Sends 400+ AutoBio detailed vehicle reports each month



★ ★ ★ **Rookie** ★ ★ ★  
**OF THE YEAR**

# Rookie of the year

## Tim Evans - Evans Auto Sales



**Smaller indie store that KILLS IT.**  
**Simple website, great tools / people / process = unbelievable results.**



A man in a white shirt and tie is talking on a mobile phone while sitting at a desk with a laptop and papers in a car dealership. The background shows several cars parked in a lot.

# Most Engaged Person OF ALL TIME CHAMPION



# Most Engaged Person of the Year

*Classic* Acura



**Chris Merritt - GSM Classic Acura Southeast Texas**

- Requested monthly CSM meetings
- Added Badges to highlight inventory
- Always used the resources TradePending offered

**API**

**API Partner  
OF THE YEAR**

# API Partner of the Year



Alex Snyder, CEO

## FRIKINTECH

- Long-term TradePending Partner
- Great API growth in the last year
- All around good bunch of people

A futuristic, monochromatic 3D scene with a central laptop, floating envelopes, and abstract data visualizations. The scene is set against a dark background with glowing particles and lines. The central focus is a large laptop with a screen displaying a document. Above the laptop, several envelopes of various sizes are floating, some with arrows pointing towards them. The overall aesthetic is clean and modern, with a focus on digital communication and data.

***GRAND CHAMPION***

**Email Marketing**



# Email Marketing Grand Champion

## Acura of Baton Rouge



**VIEW SPECIALS**

**VIEW INVENTORY**

**VALUE YOUR TRADE**

**MEMORIAL DAY SPECIALS**

**2023 Integra \$1,000 Loyalty Offer**  
Available to current owners of a 2013 or newer Acura vehicle.

**2023 MDX \$1,500 Loyalty Offer**  
Available to current owners

**ACURA**  
Acura of Baton Rouge

**DID YOU KNOW?**

**THE FUTURE OF PRECISION CRAFTED PERFORMANCE IS HERE!**

**COMING SOON**

Take a look at the exciting new design and technologies that we've engineered into our first ever all-electric SUV. From the illuminated grille, to the 22-inch wheels standard on Type S, the all-new ZDX launches the next era of Precision Crafted Performance. Be sure to click the video link below and learn about trims, range, charging and more.

**WATCH THE VIDEO**

**ACURA MILITARY APPRECIATION OFFER**

**2023 INTEGRAL SUMMER OF PERFORMANCE EV**  
TOWARD THE LEASE OR PURCHASE A NEW 2023 Integra

**\$1,000**

**THE WIN**

**NEW IMPRESSIONS SAME ENERGY**  
\$609 PER MONTH

**WHEELS TO WIN BOARD: RACE Tires**



**GRAND CHAMPION**

**Social Media**



# GRAND CHAMPION



- Fully merchandised photos in 2 days
- Each inbound lead receives a video walk around
- 132% increase impressions YoY | 37% lead increase
  - 4,000+ Google reviews (4.7 avg)



**GRAND CHAMPION**

**Service Lane Sourcing**



# GRAND CHAMPION

Bill Preston



## Preston Superstore Burton Ohio

- Team specifically sent to service drive to work it, daily

# Top Performers

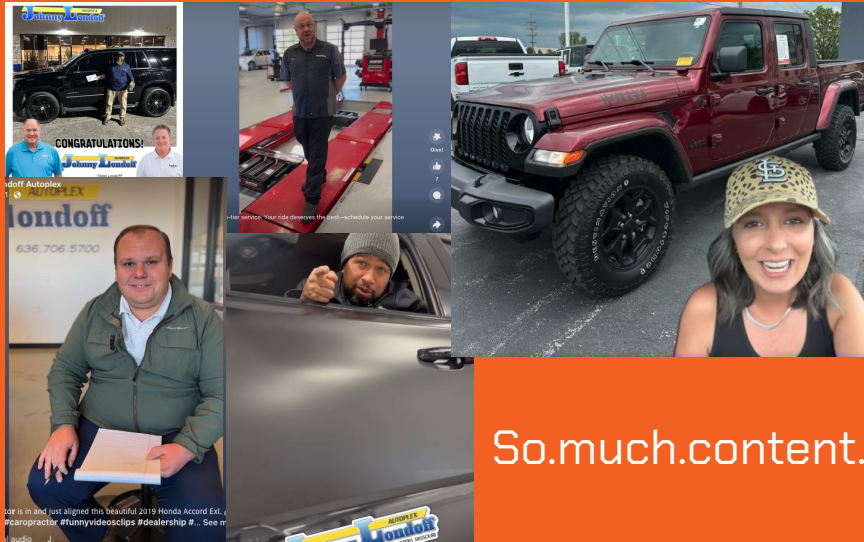


Jason Motz,  
Bluegrass  
Harley-Davidson

- *1,600+ Payments Powersports leads since March*
- *Utilizes QR Codes in showroom*

- Amery Chevrolet
- Bayside Volkswagen
- **Bluegrass Harley-Davidson**
- Boucher Group

# Top Performers



So.much.content.

Johnny Londoff  
Autoplex

- *Both sales and service create original content for audiences*

- Eden Prairie Nissan
- Everett Team Auto
- Jimmy Britt  
Chevrolet- GMC
- **Johnny Londoff  
Autoplex**

# Top Performers



Don Erwin  
Mtn View Auto Group  
**Rockstar**

- *12,000+ Payments Leads*
- *5-to-1 lead count windfall over other 20 group stores maintaining high closure ratio*
- *Grew lead volume despite cutting spend in half*
- *Great use of video*

- Meyers Motors
- Missoula Chevrolet
- **Mtn View Ford, Mtn View Chevy, Mtn View 153, Mtn View Hyundai**



# Top Performers



Katie Takemoto,  
Serra Chevrolet  
**Rockstar**



Service Sourcing Lane Hang Tags



Hot Leads

- 3,300+ Payments Leads
- 6,400+ Trade Leads
- 52% Landing Page Leads (Email Campaigns)

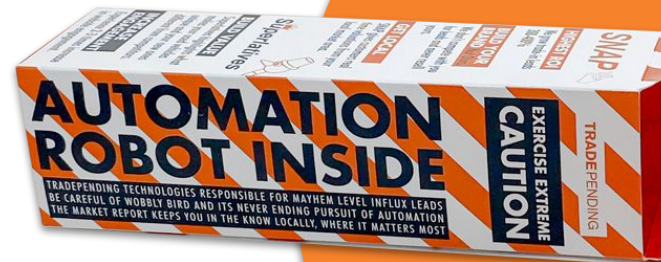


- Royal Oak Chevrolet
- Serra Chevrolet
- Toyota of Des Moines
- Willis Automotive

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

[bit.ly/wobblybird](https://bit.ly/wobblybird)

(Case Sensitive)





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