

# 6 Things You Should Ask About Your Trade-in Tool *(Before Switching)*

## 1.) How many leads will your tool convert from our website?

The rep needs to quickly and decisively show you what they expect for website conversion, and should then be able to show the return-on-investment, even if they position it as "free". No good answer? That's a red flag!

## 2.) How can I track the results from this tool?

If the answer is a version of 'don't worry we'll tell you', run. Every tool, plugin, solution on your website should be pumping data into Google Analytics so that your dealership has a holistic view of ROI.

## 3.) What data sources are you using to determine the value of a trade-in vehicle?

If they answer anything but a market value based on local supply - you can stop the conversation right here. Your values need to be based on local data so the trade-in value a customer sees reflects the reality of your market.

## 4.) How often do values update?

If the answer is anything less than every day, that trade-in tool will be left behind especially in today's fluctuating market. The values your customers see for their trade-in won't match the market. You'll either be paying too much for vehicles or losing customers to the dealership down the street.

## 5.) Can I adjust the values to be more or less aggressive?

Any tool that doesn't allow you to configure values does nothing but box you into a difficult conversation with customers. Your dealership needs to be in control of its sourcing strategy with the ability to adjust your values.

## 6.) Do you re-sell my leads?

Yep, as strange and as horrible as this sounds, this still happens. Many of those "free" trade-in tools re-sell the leads from your website directly to your competition.

**TERRIBLE TRADE-IN TOOLS  
ARE GIVEN FOR FREE**

*Because they can't be sold!*

