

# Your service customers are ready to buy sooner than you think.

Generate up to 30% of new car sales with Quote.

The average vehicle owner keeps their car for around 6.5 years, but some owners trade in as early as a year & 4 months. What does that mean? It means many of your customers may be ready to trade sooner than you think.

**Anderson Autos**

Offer Generated: 2/22/2025 | Offer Valid Through: 3/22/2025

**RICHARD SMITH**

**Your Current Vehicle**  
2021 Chrysler Pacifica  
VIN: 2A8GM48L27R114938  
Estimate Mileage: 8,025  
Current Payment **\$356.55**

**Your NEW Vehicle**  
2025 Chrysler Pacifica  
VIN: 1C3CCCFB1FN731535  
Stock Number: T31499  
Recommended Offer **\$308.93<sup>†</sup>**

**Trade Details**  
Purchase  
Finance  
Payment  
Warranties

**True Cost to Own™**

**Anderson Autos**

\*Covers normal factory scheduled service for See participating dealer for complete plan details.  
†Offer details based on a new [YEAR] [Model]. 72 months - 4.00% APR - \$15.65 per \$1,000 \$308.93 for 36 months. Mileage penalties will affect your eligibility for this offer. This letter is not a formal offer. This quote is valid until 8/31/2025. Offer not responsible for any errors or omissions. Offer not valid for vehicles with a MSRP of \$40,000 or more.

4:21 PM

Anytown Chrysler Dodge Jeep Ram  
1234 Any St.  
Anytown, ST 55555  
555-555-5555  
anytownCDJR.com

YOU'VE GOT THE GREATEST. NOW GET THE LATEST.

YOUR NEW VEHICLE  
2025 CHRYSLER PACIFICA  
ESTIMATED PAYMENT  
**\$199**  
PER MONTH FOR 36 MONTHS  
\$2,919 CASH DUE ON DELIVERY

YOUR CURRENT VEHICLE  
2021 CHRYSLER PACIFICA  
\$264  
MONTHLY PAYMENT  
75,000  
ESTIMATED MILEAGE  
14  
PAYMENTS REMAINING

EXPLORE VEHICLE OPTIONS

Explore new vehicle options now.

Marketing communications with personalized quotes generate a **50-75%** increase in response rates

## Key Features:

- Personalized equity offers and upgrade portal
- Customized, auto-generated handouts
- Proprietary Sales and Service Ledgers
- AI-based Trade Probability Scoring
- On-demand email and optional direct mail campaigns
- Automated email triggers at key equity milestones
- Instant, on-demand individual quotes

# With Quote, you can find out who's most likely to buy a car—then sell them one.

## Compelling, In-Service Equity Offers

- Engage your entire customer base: run automated emails for current owners who aren't visiting for service, owners who rely on you for service, and more
- Drive repeat sales with a customized, single-sheet equity analysis
- Generate offers based on DMS, Black Book®, Edmunds® and Affinitiv data
- Launch email quotes to individual customers on demand
- Provide customers with accurate payment estimates—without the risk of affecting their credit score—through seamless integration with 700Credit QuickScreen

## AI-Based Functionality

- Customize your workflow to suit your store's needs: implement processes for in-drive equity mining, sales BDC, automated drip marketing, and on-demand print and email
- View everything you need to close the sale on the easy-to-use, yet comprehensive Sales and Service Ledgers

- Identify your best opportunities with our proprietary Trade Prediction Score—its AI-driven scoring functionality is proven to pinpoint prospects with 10x higher purchase rates
- Ensure your customers only receive offers for vehicles in your current inventory with data-search buyer matching

## Enhanced Customer Experience

- Allow sales staff to personalize options for individual customers with the Custom Quote feature
- Enable customers to access a personalized trade-up portal where they can swap inventory, change payment options, and contact the salesperson regarding their offer
- Increase customer engagement with attention-grabbing templates via optional Essentials integration

