



**Kelley Blue BookSM
Instant Cash Offer**

THE POWER OF A REMOTE TRADE-IN APPRAISAL

Now more than ever, it's important to make the most of every online opportunity as car buyers are relying on digital channels to shop from the comfort and safety of home. It is critical to keep shoppers engaged by providing the online tools that allow consumers to move quickly and confidently through every step of the car buying journey.

A trusted online trade-in process allows customers to complete the buying process and minimize time spent in the dealership. A tool like Instant Cash Offer helps the consumer understand how the vehicle value was calculated and have that valuation backed by Kelley Blue Book – the #1 most trusted third party automotive brand².

Furthermore, as a dealer you can walk the customer through the Kelley Blue Book valuation and involve them in the process with a level of transparency no other trade-in tool can deliver. And all of this can be done remotely – with consumer and dealer accessing the same Instant Cash Offer information online.

With Instant Cash Offer from Kelley Blue Book consumers can easily complete the entire trade-in appraisal process from home, providing dealers flexible options.

2 out
of 3 

shoppers would prefer to buy a
vehicle 100% online*

**Deliver the experience consumers want with
Kelley Blue Book Instant Cash Offer**

- **Conduct a Remote Interactive Walkaround** – consumers can give you a virtual tour of the vehicle from the roof to the rims using apps such as Zoom or FaceTime.
- **Provide Touchless At-Home Trade-In Appraisals** - following safety guidelines, visit the consumer's home to assess the vehicle.
- **Provide a Remote Side by Side Assessment** - build trust through transparency by sharing a side by side vehicle assessment through the Instant Cash Offer Dealer Admin Tool.