



## Instant Cash Offer

## COUNTEROFFER FEATURE

Consumers can now make counteroffers, and you can win more cars.



When looking to sell their car, a consumer usually already has a number in mind. You can now give them more confidence when selling with our Counteroffer enhancement in Kelley Blue Book® Instant Cash Offer. This all-new feature helps you beat your competitors to the deal by:

### PRIORITIZING LEADS

When prospects come back with realistic counteroffers, it helps you identify those who are most motivated to sell their cars and close a deal with you.

### BOOSTING EFFICIENCY

Spend less time going back and forth on the offer number, understand the customer's mindset right away and gain a competitive edge early in the process.

## HERE'S HOW IT WORKS

- ✓ A consumer using Instant Cash Offer **on a dealer website** can now accept the offer or submit a counteroffer amount to the dealer.
- ✓ The dealer is notified by email, text alert and in their Bridge Bar.
  - There are also indicators in the Dealer Admin Tool (DAT) when an offer is countered or accepted.
- ✓ Dealers can respond directly to keep the customer consistently engaged.

### CUSTOMER

**You Have Options!**  
Accept this offer or make a counteroffer.

But don't worry. You can accept the Instant Cash Offer now or make a counteroffer and you won't be obligated to either one.

Accept Offer

Make a Counteroffer

### DEALER

#### Instant Cash Offer

**E** Eligible | Trade-in Offer  
Expires in 7 Days

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Resend Offer Email

**2018 Honda HRV Sport**  
VIN: 3CZRU6H18MM755972  
Mileage: 98,555  
View details

**Instant Cash Offer** Add Boost  
VIN: 3CZRU6H18MM755972  
**\$15,989**

**Counteroffer**  
Counteroffer Amount: **\$16,750 (+761)**  
Offer ID: 87276180-1f7d-498c-9168

**Increase lead engagement with the new Counteroffer feature.**  
Scan the QR code to learn more or reach out to your Listings and Instant Cash Offer Client Success Manager.

