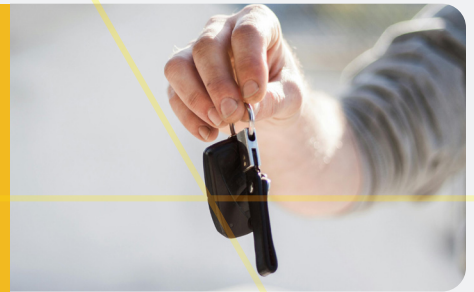




Instant Cash Offer

COUNTEROFFER FEATURE

Consumers can now accept or counteroffer, and you can win more cars.



When it comes to selling or trading in a car, consumers often have a number in mind. With Kelley Blue Book® Instant Cash Offer's Counteroffer enhancement, you can boost their confidence in the process while increasing engagement. Counteroffer can help you get to a deal faster by:

PRIORITIZING LEADS

When prospects engage with the Counteroffer feature, it helps you identify those who are most motivated to have a pricing conversation.

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 on Autotrader, KBB.com or a dealer website submits their Instant Cash Offer.
- ✓ They have the option to accept their offer or submit a counteroffer amount.
- ✓ The dealer is notified by email, text alert or 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

Mike Murphy
Mmurphy@gmail.com
Comins, MI 48619
(989) 889-0655

Resend Offer



2018 Honda

VIN: 3CZRU6H18MM75C972

Mileage: 90,000

[View details](#)



Instant Cash Offer
VIN: 3CZRU6H18MM75C972
\$15,989

[Add Boost](#)



Counteroffer
Counteroff 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.

