



Instant Cash Offer

CONSUMER MARKET CONFIDENCE

Consumer market confidence enhancement



VALUE MATTERS MORE THAN EVER. MAKE YOUR OFFER COUNT.

With rising tariffs and vehicle costs, consumers are under pressure to get the most from their trade-in. The latest Kelley Blue Book® Instant Cash Offer enhancement helps you stand out by clearly explaining the “why” behind the number—building trust and helping shoppers feel confident choosing your offer.

BUILDING TRUST

72% of consumers are more likely to accept your offer when they understand how it was calculated**. Now you can show your work—automatically.

Key Factors Influencing Your Instant Cash Offer

Mileage

Your vehicle is mileage is higher than similar vehicles in the market.

MILEAGE
-\$400

Color

Black is a relatively neutral color for this vehicle.

COLOR
+\$20

Equipment

MEETING EXPECTATIONS

With tariffs and rising costs, 24% of consumers in negative equity, and 54% of trade-in loans exceeding 120% loan-to-value (LTV)***—shoppers are more value-conscious than ever. This enhancement meets them where they are—online, informed, and looking for clarity.

What to Expect at the Dealership

The dealer will use the same process as when assessing your vehicle at home.

You may not know what to expect when assessing your vehicle. After their inspection, they will show you a sign that says:

Prepare For Your Visit

To save time at the dealer, have these handy:

- Your Offer
- Vehicle Registration
- Driver's License
- Title, aka

Additional Insights

Potential Sales Tax Savings*

Receive sales tax savings when you sell and purchase at the same dealership

ESTIMATED
SAVING
+\$1,400

HERE'S HOW IT WORKS

- ✓ Enhanced offer certificate and follow-up emails explain the offer in plain language
- ✓ New “Key Factors Behind Your Offer Amount” and “Additional Insights” modules
- ✓ Forecasted depreciation and updated vehicle history views set clear expectations

Don't just make an offer—make it make sense.

Scan to learn how you can win more cars with Instant Cash Offer.



* Cox Automotive Internal Data, 2024 ** Cox Automotive Q4 2024 Vehicle Disposer Research *** Cox Automotive Internal Market Insights, Q3/Q4 2024