



Powered by

*Black Book*<sup>®</sup>  
canadianblackbook.com

# Sell More Cars By Offering Your Customers a Certified Trade-in Value



Imagine if you could provide vehicle shoppers a Certified Trade-in Value mid-way through any finance or lease contract; even if the finance contract was for as long as 96 months.





Do you think that a promise like that could help bring an element of trust in the prospect's mind as to the quality of the vehicle you're trying to sell him or her?

CERTIFIED  
TRADE-IN  
VALUE

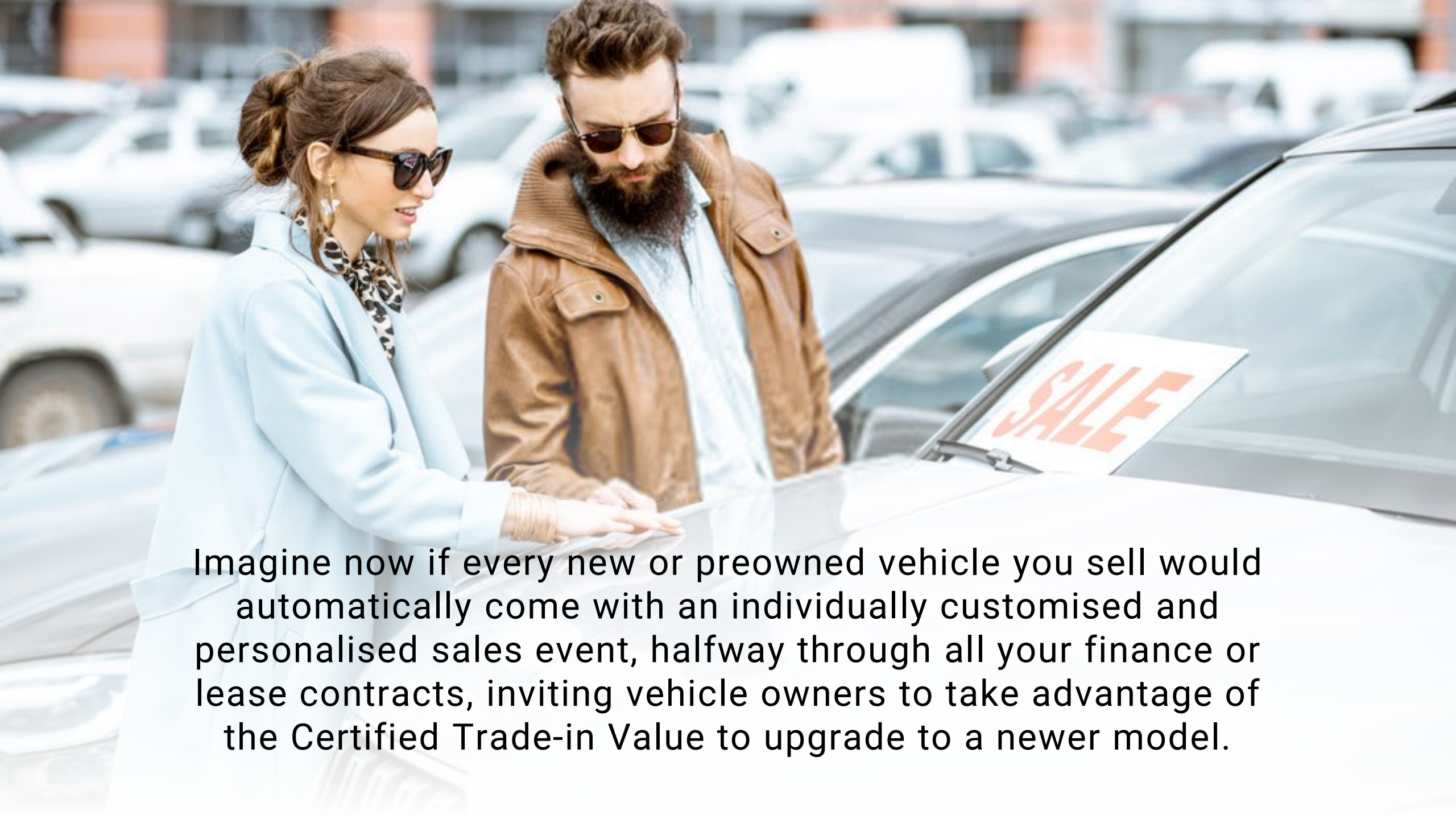


I mean, many dealers talk about the resale value of their vehicles;

**But imagine if you could certify it?**

Talk about putting your money where your mouth is!





Imagine now if every new or preowned vehicle you sell would automatically come with an individually customised and personalised sales event, halfway through all your finance or lease contracts, inviting vehicle owners to take advantage of the Certified Trade-in Value to upgrade to a newer model.





Would that take care of  
most of your retention  
and upgrade efforts?

Can you imagine a better  
marketing angle than to  
offer a certified trade-in  
value and a better way to  
create urgency than a  
certificate valid for a  
period of only 30 days to  
get your customers to  
take action?





Now imagine if the credibility of such a program didn't rest on your shoulders, but that the certified trade-in values were provided by a reliable institution like the **Canadian Black Book** and that the trade-in values were insured by a financial partner as robust as **Northbridge Insurance**.

*Black Book*<sup>®</sup>  
canadianblackbook.com



*Canadian Black Book* : <https://www.canadianblackbook.com/>

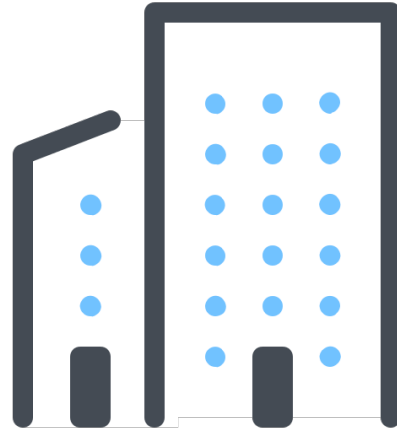
*Northbridge Insurance*: <https://www.nbins.com/>



Would that unequivocally dissipate  
any element of frailty that might  
have been lingering in your mind?



*Black Book*<sup>®</sup>  
canadianblackbook.com



*Canadian Black Book* : <https://www.canadianblackbook.com/>

*Northbridge Insurance*: <https://www.nbins.com/>



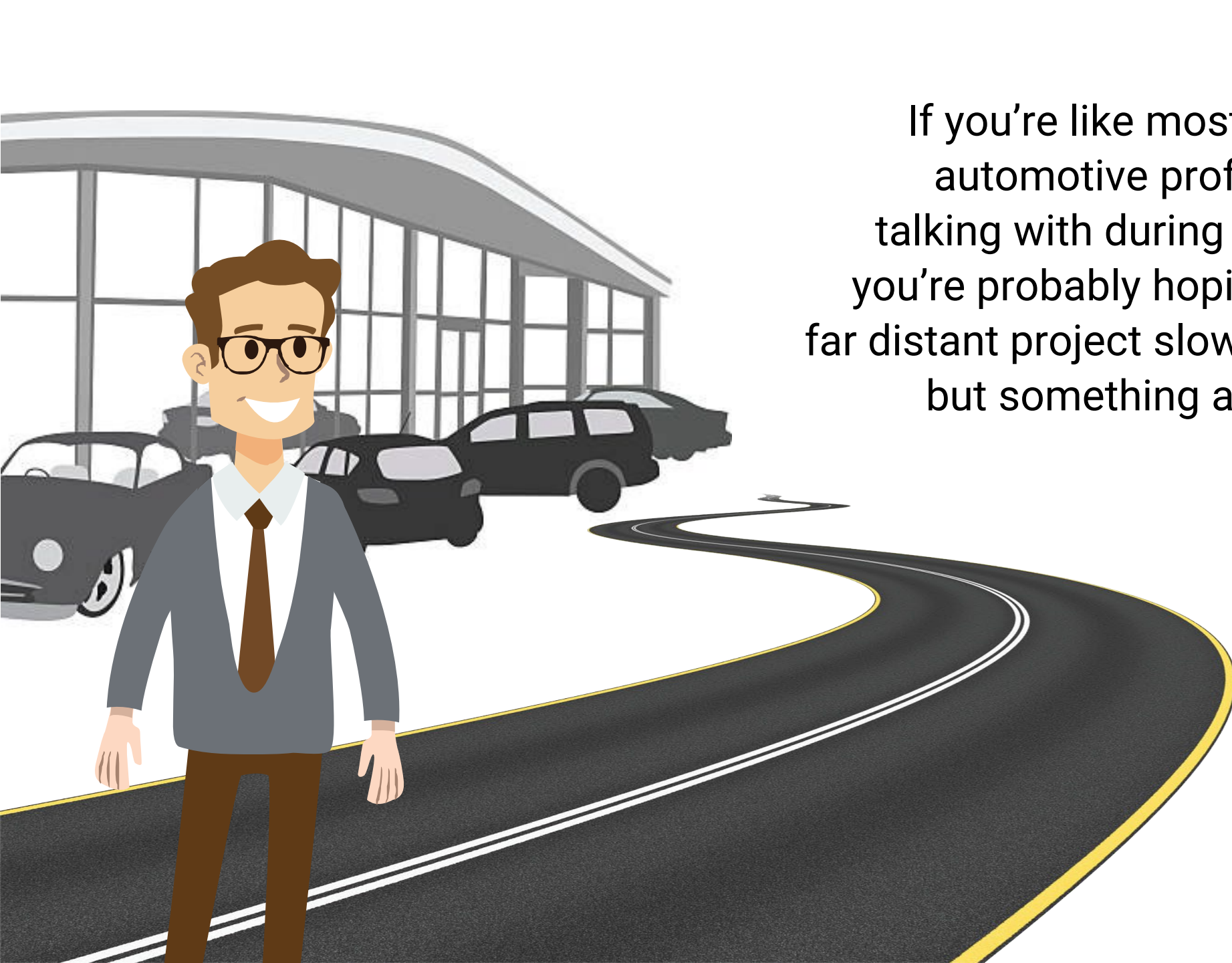


If you're like most of the dealers and automotive professionals I've been talking with during the last few weeks, you're probably hoping this is not some far distant project slowly coming together but something available now, right?



Powered by

*Black Book*  
canadianblackbook.com

An illustration of a man with brown hair and glasses, wearing a grey suit, white shirt, and brown tie, standing on a winding asphalt road. In the background, there is a car dealership with a large glass-fronted building and several cars parked outside. The road curves from the bottom left towards the right side of the image.

If you're like most of the dealers and automotive professionals I've been talking with during the last few weeks, you're probably hoping this is not some far distant project slowly coming together but something available now, right?

**Well it is!**



Powered by

*Black Book*  
canadianblackbook.com





Look, unless you're "sleeping at the wheel" (PUN intended), I'm sure you can already start to play in your mind all the marketing material you could create to grow your sales and the edge you would have over your competitors by embracing a first mover's advantage on a unique selling proposition of this nature!



Powered by

*Black Book*  
canadianblackbook.com



## Is it a Marketing or Retention Program?

---

At this point, you might be tempted to think of the opportunity as a retention program; and you wouldn't be wrong.




Powered by

*Black Book*  
canadianblackbook.com



Your customers will literally be forced (**gently**) to come by your store midway through their finance or lease contract to validate the value of their Certified Trade-in Value certificate.





That's like having an **automatic private sales event** every single month throughout the year without having to “pitch” your current customers with incentives or gimmicks!




Powered by

*Black Book*  
canadianblackbook.com



I'm sure you can see how that will  
take the marketing pressure off your  
current customers without risking  
losing them to your competitors.



A photograph of two men standing in a car dealership. The man on the left is wearing a dark suit and tie, while the man on the right is wearing a blue button-down shirt and glasses. They are both looking at each other and appear to be in conversation. In the background, several cars are parked on a lot. A large blue diagonal graphic overlay covers the bottom half of the image, containing white text.

Oh, did I mention the Certified Trade-in Value was ONLY valid at the store where the vehicle was purchased? That way, your customers won't be able to shop the Certified Trade-in Value in other stores!





**They have to come  
back to YOUR  
dealership!**



**That said, in my humble opinion, the real power of the program is on the marketing side.**







Powered by  
*Black Book*  
canadianblackbook.com

As you know, from a marketing standpoint, most prospects are desperately looking for a reason to choose one dealer over another; so the first thing I would be doing is including this powerful differentiator into all your marketing messages.



Imagine if you were the only dealer in your market with the ability to offer Certified Trade-in Values on pick-up trucks or SUVs? Would that provide you with an edge over the other dealers in town?



Powered by

*Black Book*  
canadianblackbook.com






Imagine if you were the only dealer in the area with the power to support your pre-owned inventory with Certified Trade-in Values.

Would that help you grow your used car sales to the detriment of your competitors who would be left telling their customers to cross their fingers as to the future value of the vehicles bought at their stores?





Imagine if you were the only special finance dealer in the area with the ability to legitimately offer a Certified Trade-in Value to customers halfway through a finance contract locked in at a higher interest rate.

As you know, many special finance dealers make vague promises offering to get their customers out of the original loan at a later date with their lure of helping them get more car for their money; but your dealership would have a tangible tool to legitimately support your credit rebuilding efforts.





Imagine if you were the only luxury dealer in the area with a Certified Trade-in Value attached to all its inventory.

With many luxury vehicles now in the 6-figure-price-tag, do you think that would give luxury buyers a reason to choose you over your competitors?



Powered by

*Black Book*  
canadianblackbook.com



...or imagine if you could also use a Certified Trade-in Value certificate to help you sell the models that your manufacturer decided to rebrand or discontinue.

Would that help alleviate some of the uncertainty created by the decision to get rid of the car line?

Look, with more and more vehicles being sold sight-unseen every month, imagine the power of a program that would certify the future trade-in value of the models bought by consumers online.

**Could this be the tool you were missing to expand the reach of your brand outside of your market?**



Powered by

*Black Book*  
canadianblackbook.com





**As you can see now, the biggest error you could make would be to think of this program as a retention tool only, and not leverage the marketing muscle of such a bold promise to explode the sales of your dealership.**



Powered by

*Black Book*  
canadianblackbook.com

# HOW DOES IT WORK?

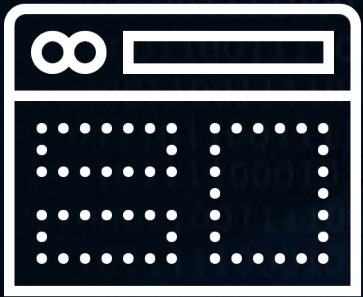
The program can be launched in less than 24 hours and protects all your new and pre-owned inventory. No long term contracts or upfront balloon investments are required





Every time you sell a vehicle, you download from a secure portal the Certified Trade-in Value certificate and the Canadian Black Book future value of the vehicle at the midway point of the finance or lease contract, or any other arbitrary point in time you see fit for cash deals.

[www.canadianblackbook.com](http://www.canadianblackbook.com)








You then provide a copy of the  
certificate to the customer.

[www.canadianblackbook.com](http://www.canadianblackbook.com)



Powered by

*Black Book*  
canadianblackbook.com

A conceptual illustration featuring a red car positioned on the outer rim of a large clock face. The clock face is white with black hour markers and hands. A large blue semi-circular area, resembling a water droplet or a stylized wave, is positioned over the left side of the clock. Two text boxes are overlaid on the image: a light blue one on the left and a dark grey one on the right. The background is a light blue gradient.

90-days before the midway point, the marketing funnel kicks in to make sure your customers show up for the trade evaluation.

To create urgency, the certificate is good for only 30 days; to create loyalty, the certificate is good only at your dealership.



Powered by

*Black Book*  
canadianblackbook.com



If the Canadian Black Book value of the vehicle at that time is lower than what was originally certified,

**Northbridge Insurance** will cover the difference up to \$2,000.







The beauty of the program is in its simplicity.



The Certified Trade-in Value has nothing to do with the actual value of the vehicle the customer is driving, the mileage, the condition, or other factors out of your control; but only to do with the spread between the Canadian Black Book future value and the Canadian Black Book actual value when the certificate activates.



The beauty of the program is in its simplicity.



The difference would be simply added to the real value your appraisal team would be ready to pay for the vehicle.

**Straightforward for the customer.  
Nothing messy for the dealership.**



At this point, if you're starting to worry about customers coming at the midway point upside down with a balance on their loan, I'm going to say this politely, but you might not be in the right game.



**If you're comfortable forfeiting a chance to have a conversation with your customers about upgrading their vehicle because there's a risk of negative equity, **this program might not be the right fit for you.****



Powered by

*Black Book*  
canadianblackbook.com



**Honestly, if you're not the one with a chance of getting a kick at the upgrade can when your customers are getting itchy for a bump up in transportation, **I know your competitors will**; one way or another!**



Powered by

*Black Book*  
canadianblackbook.com

The background of the slide features a photograph of a modern building with a glass facade and several cars parked in front. A semi-transparent blue overlay covers the entire image. On the right side, there are several vertical blue bars of varying heights, resembling a bar chart. The text is presented in two blocks: a main headline in white and a supporting statement in blue within a white box.

Private sale companies do it  
successfully all the time with much  
less attractive marketing hooks.

I wouldn't worry so much about negative equity  
but more about having your competitors  
precipitating your customers buying decision in  
favour of a Certified Trade-in Value protecting  
their next vehicle.





## CALL TO ACTION

Look, in my experience, if you're still watching this video, you're either freaking out wanting to know more about the program right now so you can implement it as soon as possible and have the first mover's advantage in your market;



Powered by

*Black Book*  
canadianblackbook.com



## **CALL TO ACTION**

...or you're getting tangled  
and paralyzed with a million  
“what if” questions.





Powered by

*Black Book*  
canadianblackbook.com



If you want to take advantage of the marketing muscle of a Certified Trade-in Value promise and the consistency and predictability of a lease and finance midway point retention program, give me a quick call, and I'll walk you through this game-changer in 10 minutes.



Powered by

*Black Book*  
canadianblackbook.com

**turbo**  
MARKETING

I'm ready to roll up my sleeves and put my shoulder to your marketing machine to make sure you dominate and grow your sales using this incredible differentiator.





# If you prefer to wait,

I should have an easy to use FAQ section a year from now for every dealer who will want to jump on board when the program is something every customer has come to expect from dealers when buying a vehicle.



Powered by  
*Black Book*  
canadianblackbook.com



**turbo**  
MARKETING



Powered by

*Black Book*  
canadianblackbook.com

Let me know at which  
end of the excitement  
spectrum you are!

Like I love to say:  
**Let's sell some cars!!**



**turbo**  
MARKETING

**1 800 262-0081**