



CAR PRAZE

Pre-Owned Appraisal and Wholesaling Platform



Redesign Your Used Car Business Today

Dealerships are under pressure to evolve in order to stay competitive in a market with diminishing margins.

Geared towards Auto-Groups, OEMs, and Wholesale Buyers, Carpraze is an appraisal and wholesaling platform that provides a strategic competitive edge for these emerging markets.

PICK AND CHOOSE WHICH ESSENTIAL TOOL IS RIGHT FOR YOU

Service Drive Accelerator

Extract maximum opportunities for appraisal and acquisition through existing Service Drive traffic

Sales Appraisal & Remarketing

In depth capture and processing of trade in opportunities stemming from the Sales department. Connect with best-in-class market data, and instant appraisal tools for independent or centralized operations

Inventory Management

Keep an eye on active stock with instant re-appraisal, and pricing syndication; providing you with full end-to-end solutions

Three Strategic Focus Areas to Improve Your Used Car Business



QUALITY APPRAISALS

A high quality appraisal ensures that an exit strategy for each vehicle is established before the trade-in is completed. Appraisals also need to be completed quickly, but not so quickly that they compromise quality. A quality appraisal completed together with the customer also helps establish customer trust.



SELECTIVE CENTRALIZING

Centralization can reduce resourcing costs by delegating tasks away from high-cost employees such as sales managers. This allows for transparent reporting on appraisals, as well as quick policy implementations if needed. Centralization also support consistent quality appraisals, improving overall trades won, accuracy, and profits with flexible products where you want to optimize your effectiveness.



SPEED TO SALE CHANNELS

The fastest way to retain retail profits and wholesale vehicles is to have an efficient internal process for wholesaling. The next best avenue is to avoid paying sell fees for wholesaled vehicles, and look to earn commissions on those sales instead.

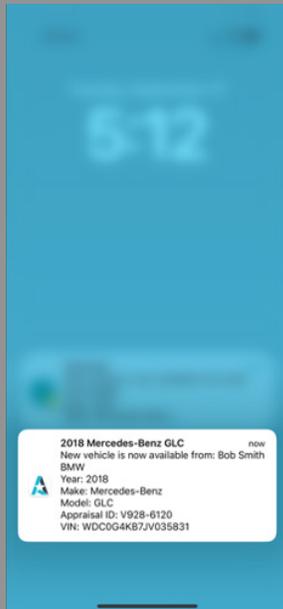
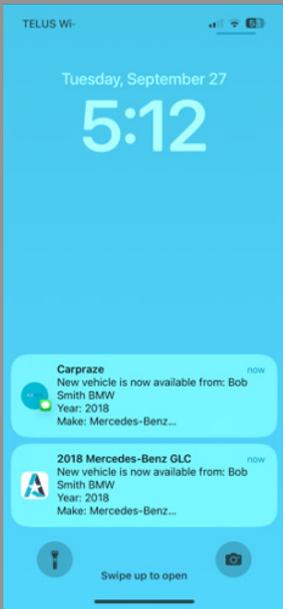
CARPRAZE

SERVICE DRIVE ACCELERATOR

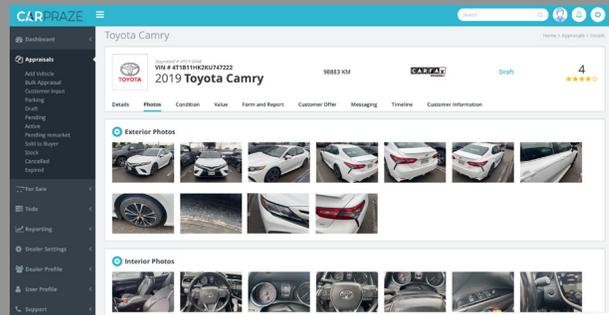
TURBOCHARGE YOUR SERVICE DRIVE ACQUISITIONS...AUTOMATICALLY

The Service Drive is the single most lucrative department for trade-in appraisal opportunities. Carpraze's Service Drive Accelerator introduces an automatic lead generation process at the store level that delivers high-intent, prequalified leads from the existing Service Drive portfolio straight to the Sales Manager without any management, maintenance or interaction between the departments required. Focussing on quality, the pre-qualified leads are provided with complete vehicle profiles, and the Sales Manager even has access to indepth instant valuation tools and the most extensive market data which provides an instantaneous headstart on appraisal valuation. The Service Drive Accelerator can be included in the greater Carpraze system - or it can be used as a standalone utility for dealers that want to maximize acquisitions from the Service Drive without changing existing systems.

- ✓ Automated process for consistent invitation to appraisals
- ✓ No disruption to team operations or existing systems
- ✓ Keeps Sales & Service separate and focused on their own operations
- ✓ Delivers pre-qualified, highly engaged, high-intent trade in opportunities
- ✓ High value & Quick Return on Investment
- ✓ Works with existing systems and processes
- ✓ Low Cost
- ✓ Bonus access to Carpraze's market data and pre-appraisal tools.

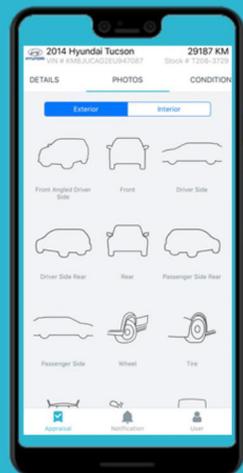


NAME	PHONE	STATUS	DATE ADDED	APPROVAL STATUS	BUYER	ACTION
Stephen Hernandez	488-919088	Invited	18 Sep, 2022	1	WAGNER BIKERAZ	View Profile
Paul Singh	488-551916	Invited	21 Sep, 2022	1	WAGNER BIKERAZ	View Profile
Laura Ng	488-996565	Invited	20 Sep, 2022	1	WAGNER BIKERAZ	View Profile
Jason Van	778-282284	Invited	19 Sep, 2022	1	John Farver	View Profile
Jason Van	778-282284	Invited	19 Sep, 2022	1	John Farver	View Profile
Olga Boshcher	778-282287	Invited	18 Sep, 2022	1	Wagning	View Profile
Sam Ng	478-162284	Invited	13 Sep, 2022	1	WAGNER BIKERAZ	View Profile
Tim Berges	404666018	Invited	13 Sep, 2022	1	Wagning	View Profile
Rich Bragg	404522191	Invited	12 Sep, 2022	1	WAGNER BIKERAZ	View Profile
David Tran	428-248211	Invited	07 Sep, 2022	1	Carson Cheng	View Profile
David Ng	478-165520	Invited	07 Sep, 2022	1	Carson Cheng	View Profile
Wahneem Iqbal	488-813720	Invited	04 Sep, 2022	1	Carson Cheng	View Profile
John Orson	478-168712	Invited	07 Aug, 2022	1	Carson Cheng	View Profile
Sam Bragg	304822221	Invited	06 Aug, 2022	1	WAGNER BIKERAZ	View Profile
Tim Bragg	404522191	Invited	11 Aug, 2022	1	Wagning	View Profile
Joel Johnson	404851973	Invited	11 Aug, 2022	1	John Rolano	View Profile
Bob Allen	252-714773	Invited	12 Aug, 2022	1	Robert Moss	View Profile
Wahneem Iqbal	304222221	Invited	11 Aug, 2022	1	John Rolano	View Profile
Wahneem Iqbal	478-165520	Invited	07 Aug, 2022	1	WAGNER BIKERAZ	View Profile
Wahneem Iqbal	778-282284	Invited	06 Aug, 2022	1	Wagning	View Profile



Sales Appraisal Platform

With a consistent and accurate appraisal system, you can gain insights into your true conversion rates, improve the accuracy of your appraisals, and win more deals overall. The Carpraze 4-step appraisal process supports a centralized pre-owned operations department in providing consistent high quality appraisals to the Dealerships:



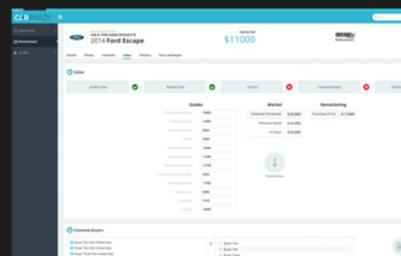
1

Inputter captures vehicle information via Carpraze app.



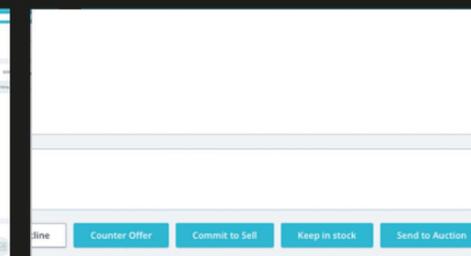
2

Approver reviews information for accuracy prior to sending it to the Trade Desk.



3

Trade Desk appraises vehicle.



4

Approver decides on final trade outcome.

The Trade Desk

Many auto groups have already recognized the benefits of a centralized appraising team and have restructured their organization to achieve it. Carpraze builds on this centralized model, where two to four analysts can manage all the appraisal for the region via the centralized 'Trade Desk'.

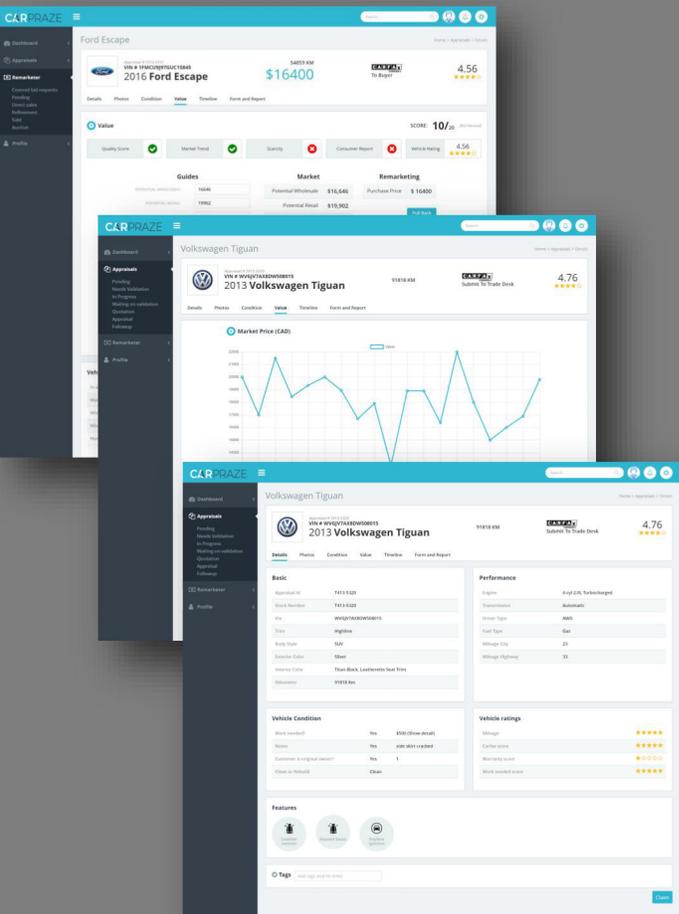
The Trade Desk is part of your organization, and naturally fits into existing analytics or wholesaling teams. They can also adopt additional remarketing, merchandising, or reporting functions to maximize operational efficiency.

AI-Artificial Intelligence

The Carpraze AI uses live dealership data within your region. It not only is self-learning, but improves appraisal accuracy with use.

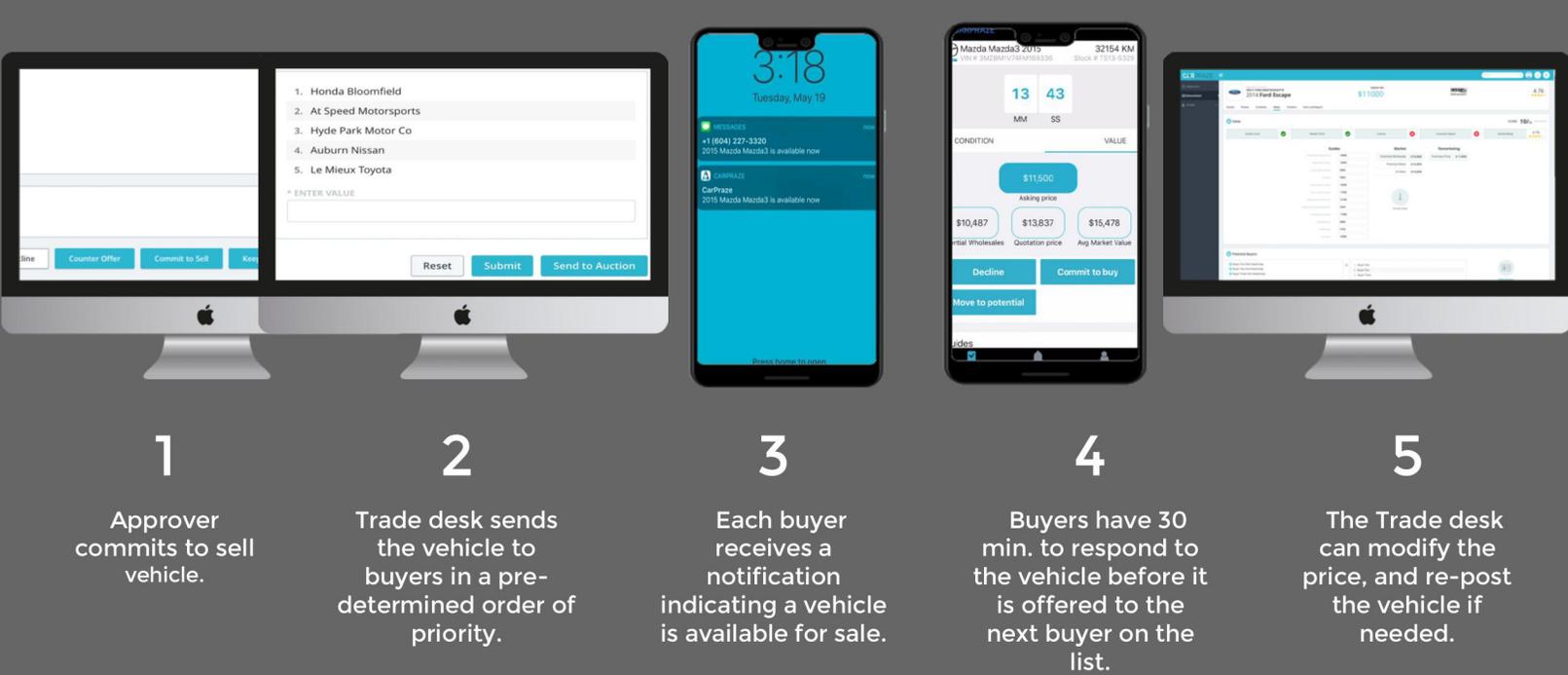
Vehicle Rating

Carpraze gives you an immediate 'vehicle rating' based on the initial information provided. This rating compares mileage, accident history, remaining warranty, and any work needed for the vehicle against market trends for a vehicle within this trim and age in the local region.



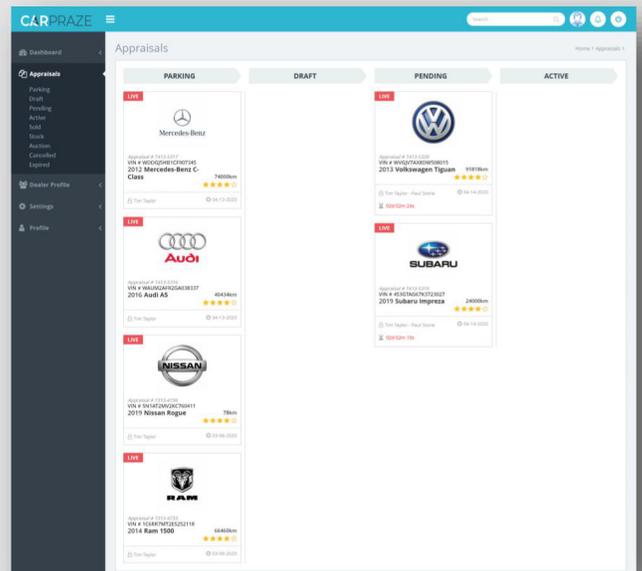
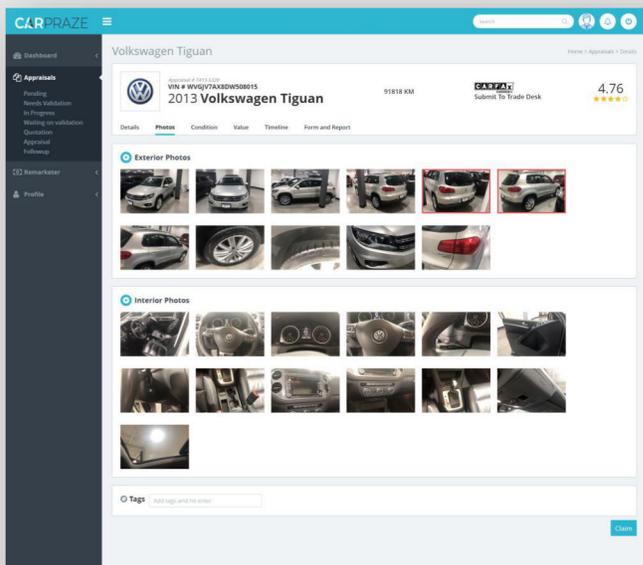
Wholesale Remarketing Platform

Carpraze connects sellers and buyers directly through a wholesaling network. There are no additional sell, re-post, or negotiation fees. The Buyer Networks on Carpraze are 'Buy-Now' channels, so that you can avoid the long-wait times of auctions. Once a vehicle has been marked for wholesale, the Trade Desk facilitates wholesaling the vehicle internally or externally, in three easy steps:



What is an External Buyer Network?

Your External Buyer Network is made up of trusted buyers that you select. For vehicles that would have otherwise been sent to auction or another wholesaling channel, they can be sent to your External Buyer network instead. The quality appraisal information in Carpraze can be utilized to immediately communicate the availability of your vehicle to external buyers. You can also earn commission on the sale of the vehicle through your External Buyer Network.



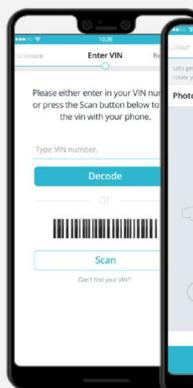
At Home Appraisals

Your customers can now get a reliable appraisal value on their trade-in, without leaving the comfort of their homes and directly through their mobile device. Now you can have quality leads and more established trust with customers who've participated in the appraisal process. At-home-appraisals can be completed in 5 simple steps. Customer input is available through multiple areas of acquisition no matter if their interest has been sparked at the Service Drive, on the Sales floor, or when exploring a Lease Return. By empowering the customer to share their vehicle story, Customer input is reducing administrative load on your team, but also actively driving engagement and developing relationship based on transparency and trust.



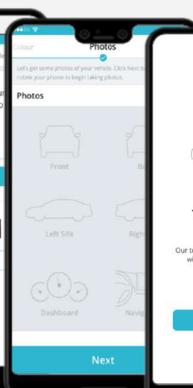
1

Customer receives a link to start appraisal after providing phone number.



2

Customer follows instructions to capture VIN, pictures, and answer disclosure questions, prior to submission.



3

Approver reviews the Condition Report, adds Recon info, and submits to Trade Desk.



4

The Trade desk appraises the Vehicle.



5

Approver reviews appraised value, adds any available offers, and sends to customer.

Favourite Features



No App Download Required

The At-Home-Appraisal journey does not require an app download, and can be completed from the convenience of a browser.



Easy VIN Scanning

Customers can easily Scan their VIN into the tool, and even get instructions on where to find the Vin directly in the journey.



Structured Process

The customer submitted Condition Report fits into a streamlined process to quickly and accurately respond to the customer with an accurate appraisal.



High Def Photos

Carpraze captured high quality photos in its journey, allowing for better appraisal valuations, and speed to sale after the trade-in is complete.



Adjust for Promotions

The approver is able to adjust the appraisal offer for the customer to include any active campaigns, and ensure the customer is receiving the best deal possible.

About Us

Carpraze was founded by Canadian Automotive Industry Veterans, whose strong Leadership has led to the design of a unique and strategic platform.



Ernst Lieb
Co-Founder

Ernst has over 40 years of international experience in the automotive industry. Most notably, he served as CEO and President of Mercedes Benz Canada, U.S.A, and Australia. Ernst continues to be active in the automotive industry through various companies and projects.



Steven Devries
Co-Founder/CEO

Steve has had a number of successes in the Software and Marketing business. He's notable experiences include founder of the Inventory Management software for dealerships, DealerXchange.



Robert Wissensz
Co-Founder

Robert has over 30 years of experience with Mercedes Benz Canada, where he was most notably responsible for developing online Remarketing channels of off-lease vehicles, and expanding retail sales into digital channels.

Our Team today is made up of well-versed automotive sales and management consultants. This has shaped our company into focusing on the values we can provide to our customers upfront, and customized pricing strategies that share the burden of risk with our partners. With the strong automotive industry experience knowledge within our team, and strategic planning skills, Carpraze has changed the dynamic of our business from a traditional software vendor, to a true business partner.

We look forward to working together to transform your pre-owned business. Reach out to us today at info@carpraze.com .

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