



# 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.

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**A centralized function will not only deliver economies of scale from a personnel point of view but it will also deliver improved services to dealerships allowing process to be streamlined**

- Chairman and CEO, HICX solutions, 2018

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## 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.



### 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.

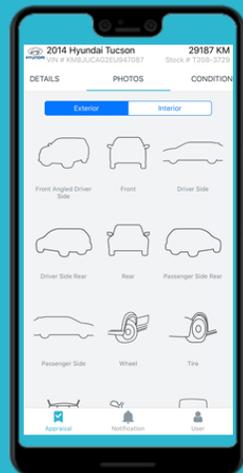


### Speed-to-Sale Channels

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.

# 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:



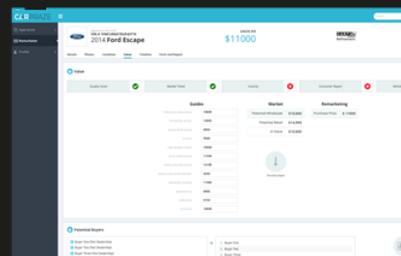
1

Inputter captures vehicle information via Carpraze app.



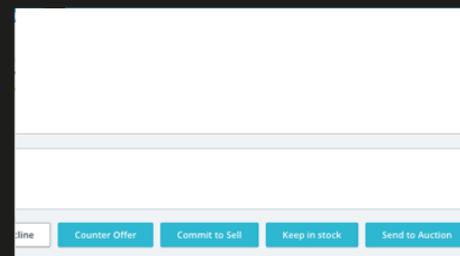
2

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'.

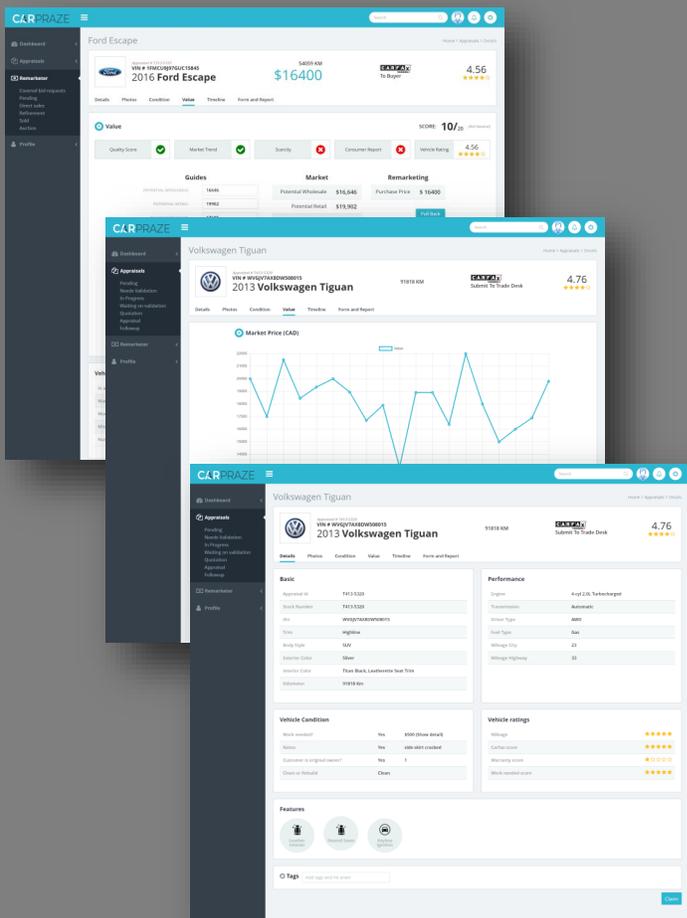
The Trade Desk is part of your organization, and naturally fits into existing analytics or wholesaling teams. They can also adopt additional remarketing, merchandising, or reporting functions to maximize operational efficiency.

## 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.

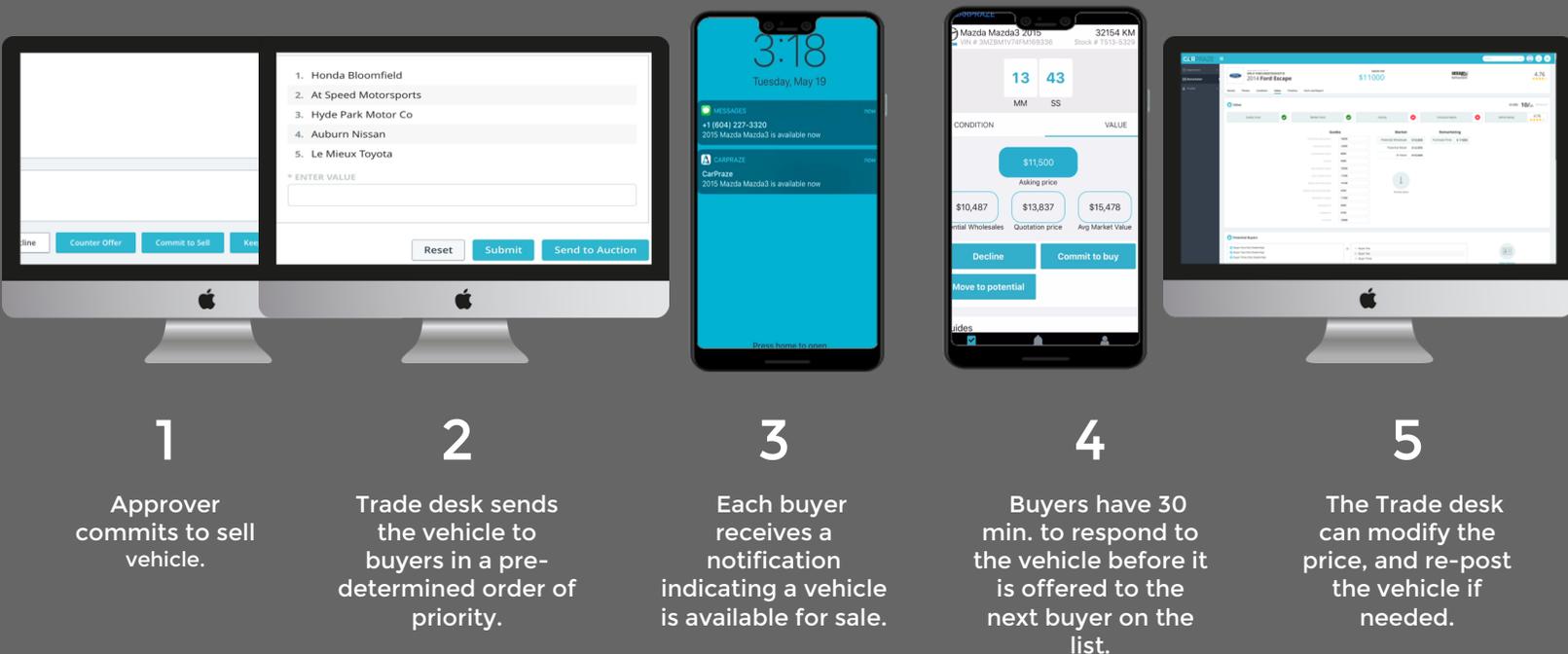
## Vehicle Rating

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.



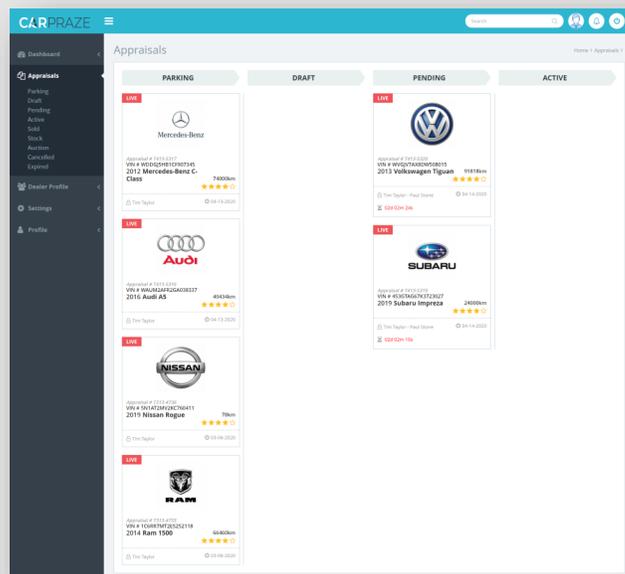
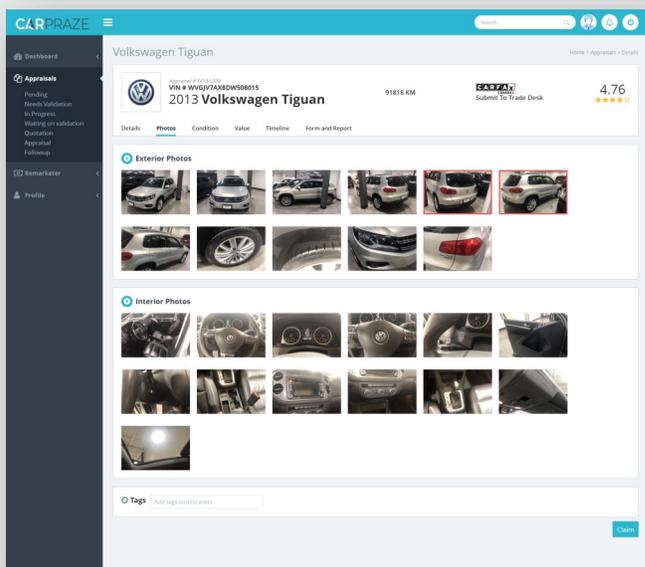
# Wholesaling Platform

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:



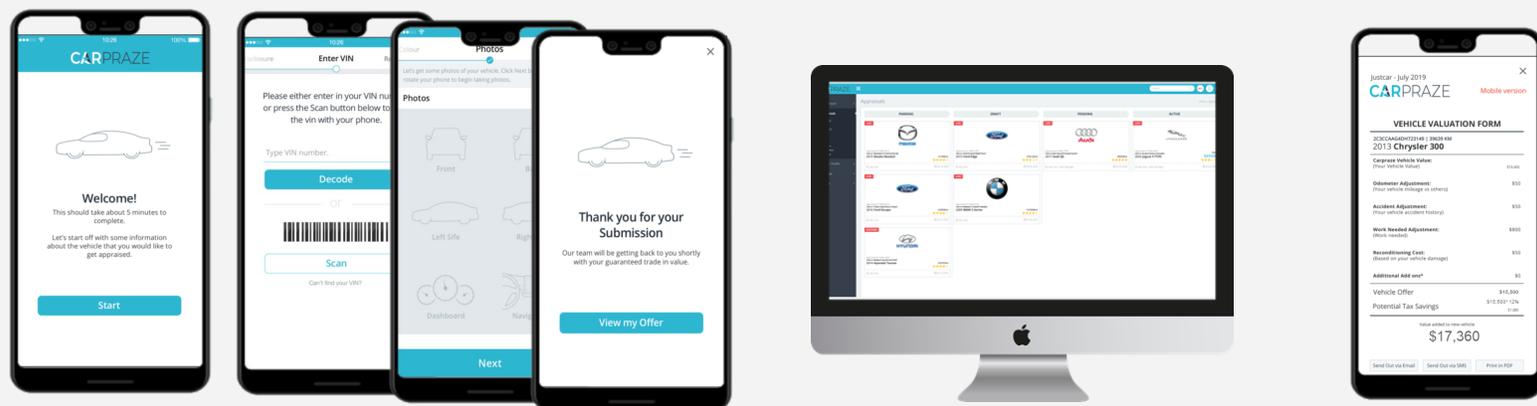
## What is an External Buyer Network?

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 via 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!



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](mailto:info@carpraze.com) .

**CAR**PRAZE