TRADE-IN VALUATION
GETTING THE REAL VALUE

Getting the real value of a trade starts with flipping the script, this isn't about tearing down their car, it's about showing respect and professionalism while determining its true worth. A proper trade valuation builds trust, lowers resistance, and keeps you in control of the negotiation. It's not about "devaluating" their vehicle, it's about transparently assessing its condition, market demand, and reconditioning needs to justify your offer. When you master this process, you hold your value, protect your gross, and leave the customer feeling confident they're getting a fair deal.

Always Walk Around the Trade with the Customer

- You show them that you are doing a professional evaluation of the condition of their vehicle
- They are 77% more likely to believe your value when presented with it
- They also get to do a proper valuation themselves, as they likely forgot about the scratch ding in the side and now they start to lower what they thought initially they were going to get, getting to reality vs what a tool online said

Check Everything with the Customer

- Check the radio, windows, seats, blinkers, moonroof
- Start the car and turn the wheel
- Open the hood
- Look at tire treed, paint defects
- Take pictures of anything pointed out

Spend the Proper Time Here

- This is the second most important part of a deal
- Spending time here will save you time in negotiating a trade and holding gross later

Position Yourself as an Ally

- "I am doing this to ensure you get the absolute most for their trade."
- It builds trust and makes them feel like you're working with them, not against them.

The "Devaluation Explanation" Close

- "We consider mileage, condition, market demand, and reconditioning costs. Here's how we arrived at $____. This is the absolute top value based on today's market."
- Transparency builds trust and makes the number feel justified

The "What You Owe vs. What It's Worth" Close

- When they say, "I want payoff for my trade," respond:
  - "What you owe and what it's worth are two completely different things. If you owed $2000, would you expect $2000 for it? No, right? Let me show you how we arrived at the top value of $____."
- It reframes their thinking and separates emotional attachment from market reality

The "Condition Reality" Close

- Point out wear and tear respectfully: "Your car's condition affects its value. For example, the tires need replacing, and there's some wear on the interior. That's why we're at $____."
- Helps them understand why the number isn't higher without offending them

The "Auction Value" Close

- Flip the paper over and explain:
  - "Here's what similar vehicles are selling for at auction. We're offering you top dollar based on this data."
- Data doesn't lie. It's hard to argue with facts

The "Trade-In Convenience" Close

- "Selling your car privately might get you more, but it takes time, effort, and risk. We're offering you a hassle-free process and immediate value."
- Convenience often outweighs a few extra bucks

The "Let's Focus on the Big Picture" Close

- "I understand you want more for your trade, but let's look at the overall deal, your payment, the new car's value, and the warranty. This is a win for you."
- Shifts focus from the trade-in to the total package