Competitively Price Inventory, Improve Turn With all-new Market Pricing Tool From CDMdata

CDMdata, a Kelley Blue Book Company, Launches Dealer Solution for Effectively Competing in Marketplace

IRVINE, Calif., July 21 /PRNewswire/ -- CDMdata, Inc., a Kelley Blue Book company, today announces its all-new Market Pricing tool, available through AutoOffice®, CDMdata's Web-based automotive management tool. Market Pricing helps dealerships understand how their used-car pricing compares to local sellers and the overall market. This information provides a snapshot of other vehicle listings and creates an opportunity to better leverage Kelley Blue Book® Values to price inventory. This cost effective solution offers a simple way to make necessary pricing adjustments as the market shifts.

Market Pricing assembles local retail prices of other similar and exact vehicles selling in the current marketplace, within a 300 mile radius, in one simple-to-read report. The dealership can then quickly evaluate and determine pricing based on the competition. With this information, dealers can make strategic changes in pricing to be in line with the market to increase the number of leads received, ultimately improving turn rate and maximizing sales.

"Identifying the competition, especially in the current economy, is pivotal to making tactical business decisions. Dealers need to know where they stand and what it is they need to do to make a sale over the other guy," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "Market Pricing is a comprehensive tool for dealerships looking to competitively price their inventory."

In addition, Market Pricing offers selectable parameters for easy access to the information the dealer wants to see. View a list of matches by trim, model, and similar unpriced vehicles, choose the search radius, select the vehicle mileage to compare within, search all vehicle matches or just certified matches, and even check out the competing ad for additional details like vehicle features.

For more information about Kelley Blue Book and CDMdata, dealer products, services and solutions, please call 888-484-1104, or visit www.800bluebook.com.

About CDM Dealer Services and CDMdata, Inc. (www.cdmdata.com)

CDMdata, Inc. provides unparalleled technology and industry-leading service to the automotive industry. CDMdata Inc. solutions increase client revenues by increasing productivity and data accuracy. CDM provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes. CDM's flagship product is the DigitalLot Solution, which provides automotive dealers with the hardware and software they need to manage the collection and distribution of automotive information over the Internet. CDMdata, Inc. is a Kelley Blue Book company. CDM Dealer Services is a wholly-owned subsidiary of CDMdata, Inc.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site,

www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices, car reviews and news, used car blue book values, auto classifieds and car dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

SOURCE Kelley Blue Book

SOURCE: Kelley Blue Book

Web site: http://www.kbb.com/
http://www.cdmdata.com/

---

https://mediaroom.kbb.com/press-releases?item=105863