

# The lifecycle of a trade-in

Take a closer look at the trade-in process, and see how you can avoid typical time traps and pitfalls.



**Congratulations!**

Your customer just bought a new car!

## Decision made!

Test drive is done and your customer is ready to sign the deal.



## Life happens...

Your customer is ready to trade in for a new model.



## Process the trade-in

You've decided to take in the trade. Now the clock starts ticking on getting it resold and recognizing your full profit opportunity.



## Accelerated Title EXPRESSWAY

### Experience the Accelerated Title Difference:

Access full title details ahead of accepting the trade, so you can avoid any payoff surprises, like undisclosed co-lienholders or incorrect addresses.

Eliminate the need to contact the lender and automatically calculate reliable payoff amounts based on the specific date you select.

Transfer funds directly to the lender via ACH—no need to cut a check—so lender can release title the same day.

Dealer can receive the title in as fast as 4-6 days, which is up to 70% faster<sup>1</sup>.



## You got the title!



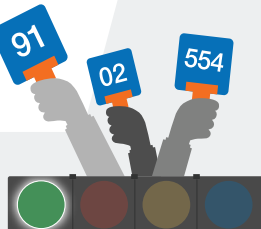
### Get here faster with Accelerated Title

#### Back on the lot!

Trade-in vehicle sold at dealership to a new customer.

#### Going once...

Trade-in vehicle sold at auction to the highest bidder.



## Dealers calls lender

to uncover a payoff amount, based on estimated payment arrival, and work it into the customer's deal for their new car.



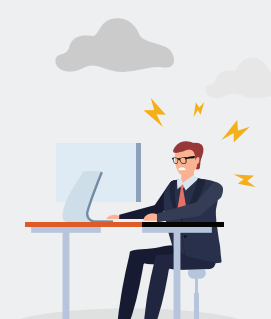
## Check's in the mail

The back office cuts a check and mails it to the lender to initiate payoff and title release.



## Waiting game...

Dealer waits for the physical title to arrive which can take 2-4 weeks or longer.



HOLDING COSTS PILE UP



HOLDING COSTS PILE UP




HOLDING COSTS PILE UP



PAYOFF SURPRISE!



Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2021 Dealertrack data.

 **Dealertrack**  
by Cox Automotive

**Accelerated Title – Trade-In Titling**

Learn more: [go.dealertrack.com/atexpress](https://go.dealertrack.com/atexpress)  
View active lenders: [go.dealertrack.com/atlenders](https://go.dealertrack.com/atlenders)