

# Deal Designation

Keeping up with the ebbs and flows of the competitive price for a particular RV can be time consuming when you're busy closing your next sale - but it's important to ensure you're attracting qualified buyers. Fortunately, Trader Interactive makes it easy with a brand new tool that helps you stay even more competitive in your local and nationwide markets - **Deal Designation**.

Using proprietary data, Deal Designation gives you a high-level look at how all your units are priced compared to matching units nationwide and locally. This tool looks at units with the same year, make, model, and trim across the nation and in your local market and finds an average listing price - **no manual research required**. Your unit is then compared against the average to assign a designation of "Great Deal," "Good Deal," "Fair Deal," or "Above Market."\* This is a value-added service accessible now within the TraderTraxx platform located directly beside your inventory.

When used to its full potential, this tool can help you gain valuable insights to build a competitive pricing strategy in your market. Get a leg up on the competition with **Deal Designation**.

## BENEFITS OF DEAL DESIGNATION:

### ACCESS EXCLUSIVE INSIGHTS

Pinpoint the average price for a unit of a specific year, make, model, and trim without having to manually research and keep track of similar listings on our marketplace

### BASED ON LIVE INVENTORY

To determine an average listing price range, there must be at least 3 units that match year, make, model and trim, ensuring dealers' inventory is being priced against relevant units

### REGULARLY MAINTAINED & UPDATED

The designations are derived from the previous day's data and can fluctuate day to day based on a listing's mileage or price adjustments, allowing dealers to keep their prices as competitive as possible

### DEALER FEEDBACK

Dealers can easily provide feedback if they think a designation is incorrect by clicking on "See An Issue" to explain or justify the price for a product. This feedback helps ensure the accuracy of our deal designation engine

Deal Designation can be found in the Inventory section of TraderTraxx and is just one aspect of this platform. At its core, TraderTraxx is designed to power your entire digital universe and provide you with the tools and data insights you need to stay competitive in your market and nationwide. From listing your inventory, marketplace, and social media advertising, to accessing exclusive consumer and marketplace data - TraderTraxx is designed to elevate and expand your digital strategy, on our websites and beyond, and gives you a better understanding of how consumers connect with your dealership in their pre-purchase research.

TraderTraxx provides you access to:

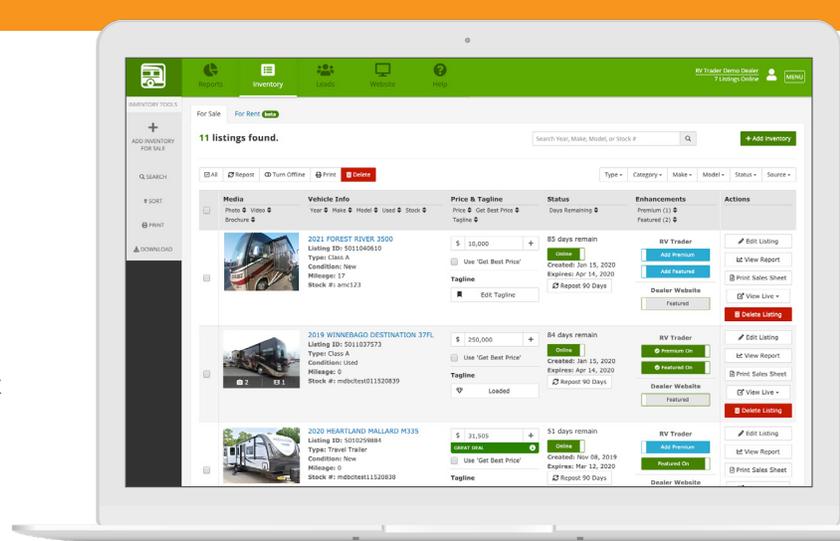
- ▶ **Dealer Performance**  
General analysis of inventory performance, including impressions, pageviews, connections, and more
- ▶ **Extended Advertising**  
Impressions, clicks, and CTR data provided from third-party websites for the display and dynamic ads served via Audience or Social Retargeting ads, as well as on-site banner ads
- ▶ **Exposure & Activity**  
In-depth analysis of inventory performance, including comparative rankings of top inventory, as well as individual unit metrics
- ▶ **Market Insights & Price Analysis Tool**  
Supply-and-demand needs in local and national markets, revealing top vehicles, top model years, and how many units of popular models are currently listed, in addition to a Price Analysis tool that indicates how a dealer's prices compare to median prices (Deal Designation covers average pricing) for the same units in the selected market

Access Deal Designation today  
by logging into **TRADER TRAXX**

**Get Started Today.**  
(877) 354-4068  
marketing@rvtrader.com

**RV Trader™** is the industry-leading marketplace for buying and selling new and used RVs, including Class A, B, and C vehicles as well as campers and trailers, with more than 2.5 million unique monthly visitors. Listing inventory through RV Trader helps dealers increase their visibility, generate customer connections, drive sales and maximize profits. RV Trader is a division of Trader Interactive and belongs to the well-known "Trader" family of linked brands. For more information, visit [www.RVTrader.com](http://www.RVTrader.com).

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## Why Use Deal Designation?

### Included in All Marketplace Subscriptions

Dealers don't pay extra to access TraderTraxx and all of its tools. All of the platform's features are already included in every Silver or above marketplace subscription

### Expand Competitive Strategies

With dynamic reporting that tracks specific pricing, dealers get a better idea of how their units should be priced to remain competitive locally and nationwide

### Mobile-Friendly

Deal Designation is **accessible through the TraderTraxx mobile app**, allowing you to reference these insights while on the lot with a customer, helping you tailor talking points in real-time