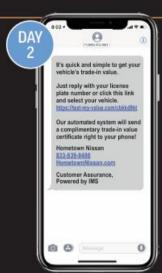# Text2Trade Evaluator

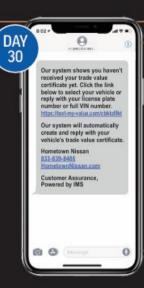## Retarget potential lead and opportunities

- Never miss an opportunity with our automated BDC platform
- Decrease shopper abandonment
- Over 70% of shoppers complete Text2Trade interaction

Follow up with hot leads

- Leads continue to be retargeted
- Text2Trade gathers data to increase sales
- Sell more vehicles

DAY 2

It's quick and simple to get your vehicle's trade-in value.

Just reply with your license plate number or click this link and select your vehicle.
https://text-my-value.com/cbkkd9kt

Our automated system will send a complimentary trade-in value certificate right to your phone!

Hometown Nissan
833-839-8486
HometownNissan.com

Customer Assurance,
Powered by IMS

DAY 5

Knowing your vehicle's value is important in making an informed decision.

Just click this link and select your vehicle to automatically receive a no-obligation trade value certificate.
https://text-my-value.com/cbkkd9kt

You can also reply to this text with a license plate or full VIN number.

Hometown Nissan
833-839-8486
HometownNissan.com

Customer Assurance,
Powered by IMS

DAY 30

Our system shows you haven't received your trade value certificate yet. Click the link below to select your vehicle or reply with your license plate number or full VIN number.
https://text-my-value.com/cbkkd9kt

Our system will automatically create and reply with your vehicle's trade value certificate.

Hometown Nissan
833-839-8486
HometownNissan.com

Customer Assurance,
Powered by IMS

DAY 3

Becky, has someone from Hometown Nissan contacted you about your estimated trade-in value? If you could please reply with: Yes or No

No

Thank you for letting us know. Below are a couple quick links to shop and call us. Have a great day. Click for our website HometownNissan.com. Click to call us 833-839-8486.

Hometown Nissan

Customer Assurance,
Powered by IMS

DAY 10

Becky, have you had a chance to visit Hometown Nissan yet? If you could please reply with: Yes or No

No

We hope you're able to visit soon. We're here to help. Please call us if you have any questions or need directions. Click for our website HometownNissan.com. Click to call us 833-839-8486.

Hometown Nissan

Customer Assurance,
Powered by IMS

DAY 20

Becky, have you purchased a vehicle yet? If you could please let us know by replying with: Yes or No

No

We would love to earn your business. If you have any questions or need assistance, please call 833-839-8486. You can find our latest inventory and specials at HometownNissan.com.

Hometown Nissan

Customer Assurance,
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DAY 45

Becky, have you purchased a vehicle yet? If you could please let us know by replying with: Yes or No

Yes

Did you purchase from Hometown Nissan?

Yes

Thank you for your business. Please don't hesitate to call us if you need anything.
833-839-8486.

Hometown Nissan

Customer Assurance,
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