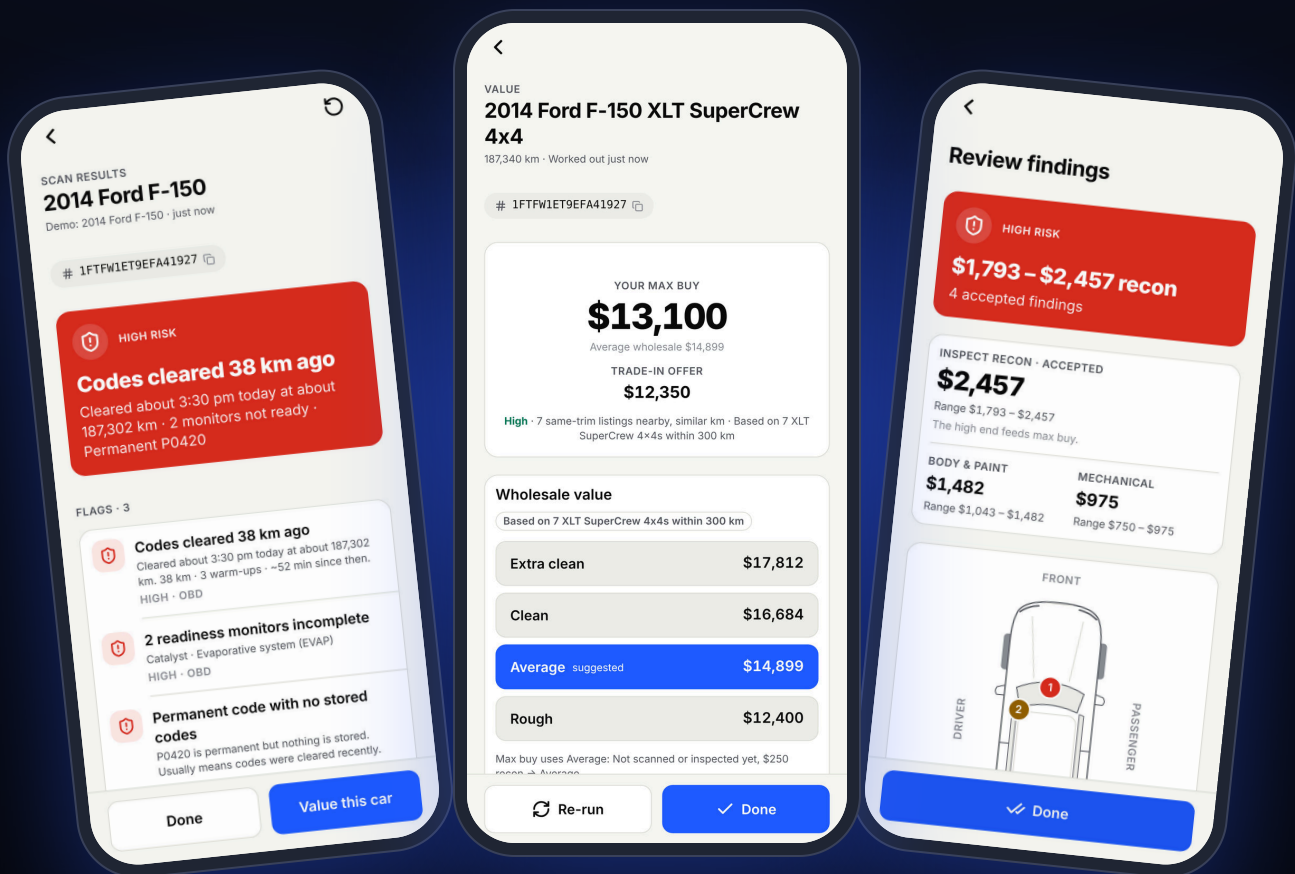




FOR DEALERSHIP OWNERS AND USED-CAR MANAGERS

Stop guessing on trade-ins. Know the number.

Appraise turns a VIN, a quick OBD scan and a few phone photos into a wholesale value, a max buy and a trade-in offer, backed by live Canadian market data and the math behind every dollar.



Scan → Inspect → Value

Built in Canada for Canadian dealerships · iPhone, Android and web

appraisefordealers.ca

hello@appraisefordealers.ca

WHY WE BUILT IT

Every trade-in is a bet. Most stores place it half blind.

A used-car department lives or dies on what it pays for cars. The money is made, or lost, in the five minutes someone spends walking around a trade.

01

Overpaying on trades

A gut-feel number plus a quick look at a couple of online ads. When the market has moved or the trim is wrong, the gross is gone before the car hits the line.

Appraise: a max buy worked back from live same-trim listings, your recon, your target gross and your fees.

02

Codes cleared before the sale

A seller clears the check engine light on the way over. The dash is clean, the codes come back a week after you own the car, and so does the repair bill.

Appraise: flags a recent clear in km, warm-ups and minutes, plus permanent codes and monitors that are not ready.

03

Hidden damage

Dents in poor light, old paint work, rocker and frame rust from road salt, worn tires, seeping gaskets. Recon you find after the deal comes straight out of the gross.

Appraise: AI photo inspection finds it and prices it with your own PDR, paint and labour rates.

04

Slow appraisals

The customer waits while someone digs through listings and calls around. A slow, vague number makes a seller nervous, and a nervous seller walks.

Appraise: VIN and km in, a defensible number on screen in minutes, and a clean offer sheet to hand over.

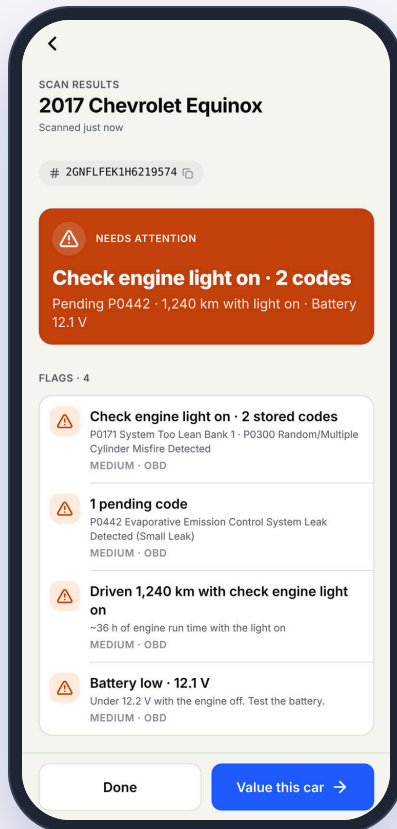
One appraisal flow. Every step leads with the verdict, the details sit right underneath, and every number shows its math.

Designed for the lot: big buttons that work with gloves in a Canadian winter, high contrast for direct sun and dark service bays, and very little typing.

HOW IT WORKS

Scan. Inspect. Value.

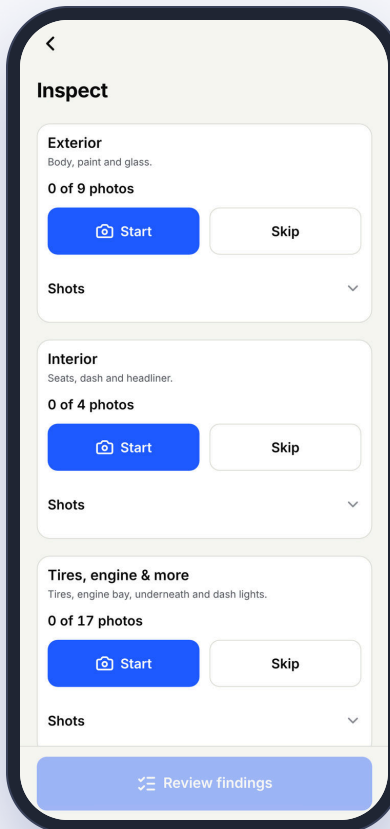
Three sections that work on their own or together. Run all three in sequence, or skip straight to a value with just a VIN and km. Everything attaches to the same vehicle by VIN.



1

Scan

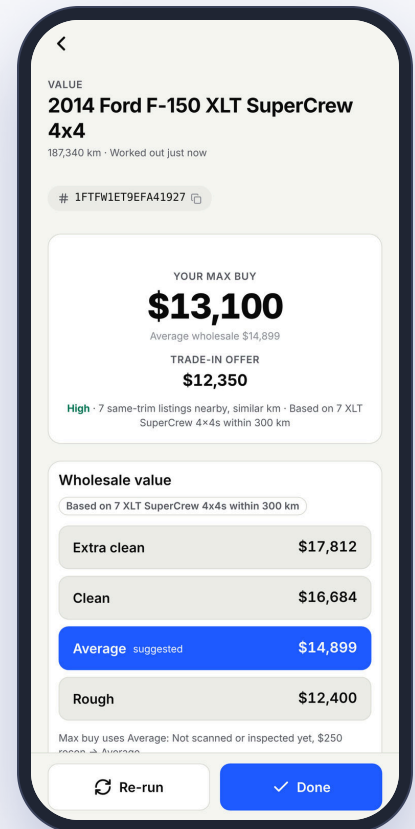
Plug a Bluetooth reader into the OBD port. Codes, cleared-code checks and repair costs come back on the phone.



2

Inspect

Take photos outside, inside, of the tires and engine bay. AI flags the damage and prices the recon.



3

Value

Wholesale grades, live comps near you, your max buy and a trade-in offer, with recon already subtracted.

Use one, two or all three

A pure scanner, a photo inspection or a quick value. Every step has a skip.

Results build on each other

Scan and Inspect recon flows into Value automatically, so the max buy reflects the car in front of you.

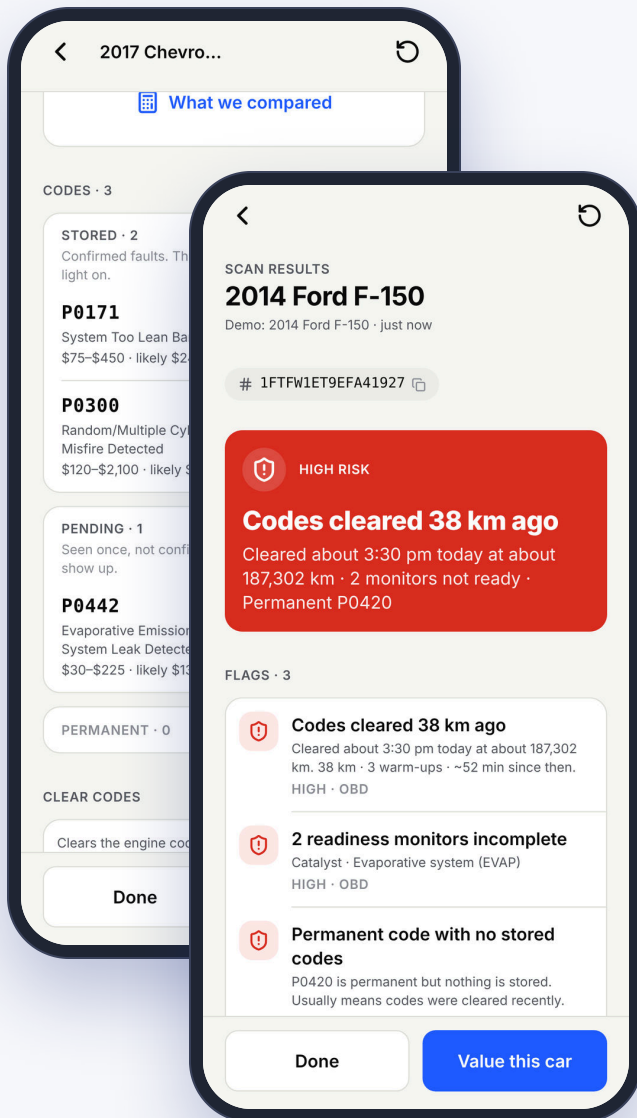
Everything saves as you go

History keeps every vehicle and every section done, ready for the desk or a second look.

1 · SCAN

See what the last owner cleared.

Plug in, ignition on, tap Scan. The verdict shows first, then the flags, the codes and what they will cost you.



Stored, pending and permanent codes

Confirmed faults, codes seen once but not yet confirmed, and permanent codes a scan tool cannot erase. Every responding module is read.



"Codes cleared 38 km ago"

Distance, warm-ups and time since the last clear, with the odometer at the clear worked out for you. A recent clear turns the verdict red.



Fraud and tampering flags

Permanent codes with nothing stored, readiness monitors not ready, an ECU VIN that does not match the car, and km typed in versus km the car reports.



Ignored warnings

Distance and engine time driven with the check engine light on, plus a battery voltage check.



Repair estimates in CAD

Each code gets a best-case to likely cost range at your shop's labour rate and parts markup, totalled into recon for the max buy.

EXAMPLE VERDICT

Codes cleared 38 km ago

3 warm-ups since · 2 monitors not ready · Permanent P0420

Works with Bluetooth LE OBD-II readers on 1996 and newer vehicles. Generic OBD-II covers engine and emissions systems; EV and hybrid support is partial. Codes are only cleared when you confirm it.

2 · INSPECT

Photos in. Recon number out.

Walk the car with your phone. AI reviews every shot, finds what is wrong and prices it with your rates. Take one photo or fifty: every shot is optional.



Three guided sections

Exterior (body, paint, glass), Interior (seats, dash, headliner) and Tires, engine & more (tread, engine bay, underneath, dash lights). Free shots for anything else.



Body and paint, panel by panel

Dents with size, body-line and PDR eligibility. Paint damage by depth: clear coat, paint or down to metal. Panel gaps and mismatched paint that point to past repairs.



Mechanical and wear

Rust weighted for Alberta road salt (frame rails, rockers, rear arches, brake lines), oil and coolant leaks, torn CV boots, tire tread and lit warning lights.



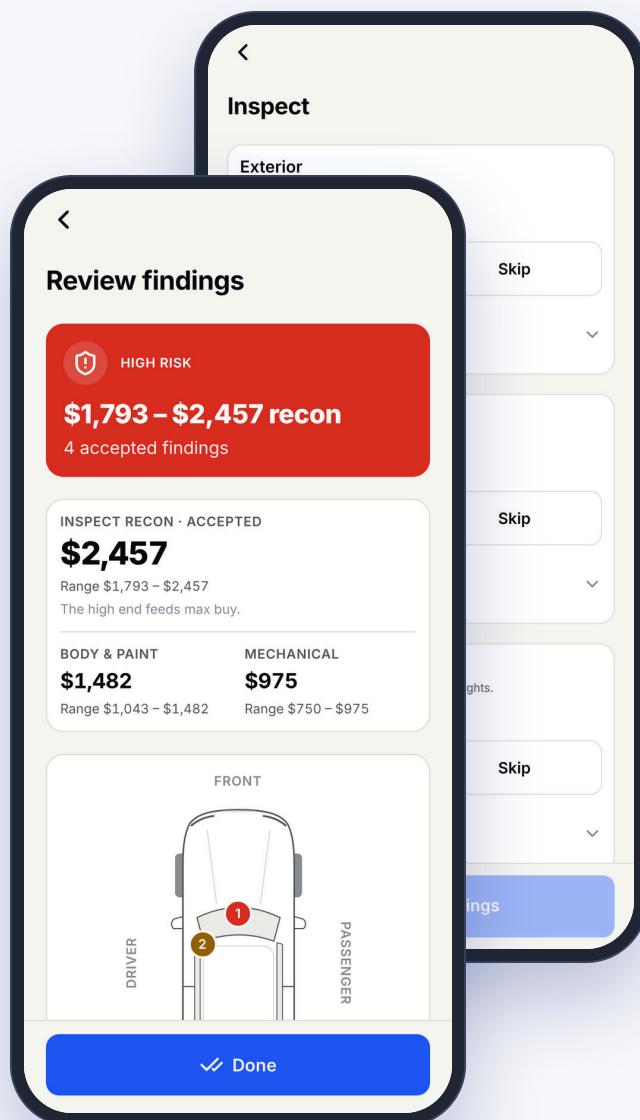
Priced with your rate tables

Costs come from your own PDR, paint and labour rates, not a guess. The repair is recommended: PDR, buff, touch-up, refinish, body shop or mechanic.



You stay in control

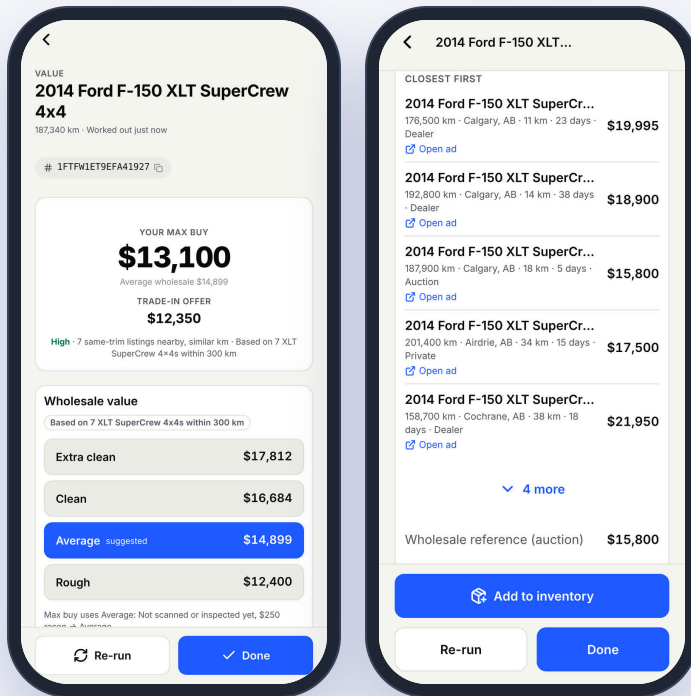
Accept, edit or dismiss each finding. Accepted findings become recon line items on a car diagram and flow straight into the max buy.



AI photo findings are flags for the appraiser to review. They are not a mechanical or safety inspection.

3 · VALUE

A number you can defend, to your GM and to the seller.



Wholesale by condition

A value for each grade, with the suggested grade picked from your scan and inspection.

Extra clean Clean **Average** Rough



Live Canadian market comps

Same-trim dealer and private listings near your store, closest first, with km, distance, days on market and recently sold cars. All in CAD and km.



Max buy and trade-in offer

Tap any number to see exactly how it was built. Every input is a setting for your store.

Max buy = expected retail – recon – target gross – pack / fees – transport – holding cost
Trade-in offer = max buy – your negotiation buffer



The customer offer sheet: close the seller

Hand the seller a clean, branded one-page sheet: your offer, real comparable listings from their own market, and what the scan and photos found. They see why the number is fair. Your max buy, costs and gross stay hidden.



Share it in a tap

Print it at the desk or share it as a PDF before the customer leaves the lot.

Your vehicle offer

Prepared by your dealership

2014 Ford F-150 XLT SuperCrew 4x4
 187,340 km · VIN ...EFA41927

OUR OFFER

\$12,350

SIMILAR LISTINGS NEAR YOU	KM	ASKING
F-150 XLT SuperCrew · Calgary	176,500	\$19,995
F-150 XLT SuperCrew · Calgary	192,800	\$18,900
F-150 XLT SuperCrew · Airdrie	201,400	\$17,500

What we found: codes cleared 38 km ago, permanent P0420 (catalyst), 2 monitors not ready.

Asking prices are dealer retail, before reconditioning, certification and selling costs.

BEYOND THE APPRAISAL

Run the whole used-car side from one app.



Inventory

Money tied up, days in stock and expected profit at a glance. Each car shows your price against the market ("#7 of 8 near you").



Invoices

Snap a photo of a recon or purchase invoice and the cost lands on the right car, so profit at your price is always current.



Team view

Owners and managers see every scan, value and bid across the dealership, by who and when. Invite appraisers and set roles.



Alerts

Aged units, a car you appraised showing up listed for sale, and vehicles worth more exported to the US.



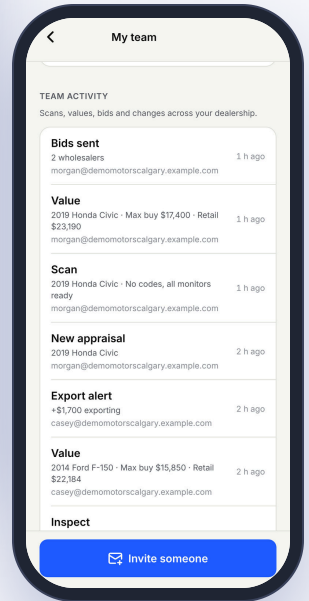
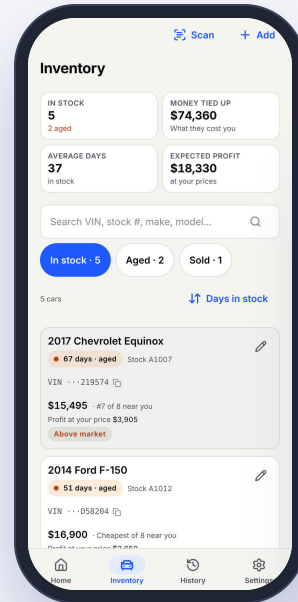
Reports and bids

Send a clean condition report to wholesale buyers in a tap. The buyer copy never shows your numbers.



Your settings, your math

Labour rate, PDR and paint rates, target gross, pack and flag thresholds are set per rooftop.



iPhone, Android and web

One account on the lot, at the desk and in the office. Appraisers use their phone, managers can work from any browser.

[iPhone](#)
[Android](#)
[Web browser](#)

Hosted in Canada

Your appraisals, photos and customer details are stored on Canadian servers, private to your dealership. Values in CAD, distances in km.

FOUNDING DEALER OFFER

Try it on your next trade-in.



Free Bluetooth OBD reader with your 14-day trial

For the first 25 dealerships, anywhere in Canada. Plug it in on day one and run real appraisals on your own trades during the trial.

STEP 1

Book a 15-minute demo

We walk through a real appraisal on your phone, start to finish.

STEP 2

We set up your store

Your labour rate, PDR and paint rates, target gross and team, ready for day one.

STEP 3

Appraise your next trade

Plug in the reader, take a few photos and get your number.

BOOK A 15-MINUTE DEMO

appraisefordealers.ca/book

Questions?

hello@appraisefordealers.ca