



VINCUE Releases New Mobile Features & Functionality for VBC™ Vehicle Buying Center

FOR IMMEDIATE RELEASE

VINCUE Mobile has been enhanced with new feature and functionality availability related to inventory acquisition through the Vehicle Buying Center VBC™, allowing buying agents and salespeople to be more efficient and do more from their mobile phone.

912 BROADWAY, KANSAS CITY, MISSOURI

+1 (844) 484-6283 \ CONTACT@DEALERCUE.COM

   @VINCUEAUTO #BYDEALERSFORDEALERS

Kansas City, Missouri. Monday, February 21, 2022: [DealerCue Automotive Corp. \("VINCUE"\)](#), the maker of VINCUE unified inventory lifecycle solutions, announced today the release of new features and functionality inside the VINCUE mobile app related specifically to inventory acquisition and market pricing for the Vehicle Buying Center VBC™. The new features include searching, sorting, and filtering private-seller opportunities, messaging with private-sellers, and creating, sending, and negotiating offers, all from the mobile app.

"Dealers are living more and more on their phones, just like everyone else," says Chris Hoke, Founder and Chief Executive Officer of VINCUE, "so we're porting more of our core functionality into the mobile app to make their lives easier and work more efficient." Hoke says that the VINCUE mobile app already has a lot of the key features and functionality for things like inventory management and appraisals and marketing pricing, and that this release is focused on the Vehicle Buying Center VBC™.

The Vehicle Buying Center VBC™ is VINCUE's solution to private-party acquisition. It processes native and third-party (i.e. KBB ICO) inbound private-seller leads, and aggregates private-seller listings from third-party marketplaces like Craigslist, Facebook, CarGurus, and AutoTrader, into a single system where buying agents can communicate with sellers, make or adjust offers, and target inventory based on buying plans.

"When a dealership has a team of buying agents, or a staffed VBC department, it's easy for them to work out of the computer on our full app," says Hoke, "but not all our dealers work that way." Hoke says that especially for smaller teams where the General Manager or Used Car Manager is also the primary buying agent, they don't always have time ability to work private seller leads from the computer. "Those dealers are running around the dealership all day and rarely at their desk," says Hoke, "now they can work a private-party acquisition deal from anywhere, anytime, on their phone."

The features being added to VINCUE mobile app for the Vehicle Buying Center now include the ability to search and filter private-party leads based on a buying plan, which is built from real-time inventory performance data. VINCUE mobile users can also now communicate and schedule appointments with private-party sellers through the mobile app, as well as create appraisals using VINCUE's industry leading market-pricing solution and data.

This announcement comes in a series of company announcements, new partnerships, and product enhancements from VINCUE, which announced a record year in 2021, more than doubling in employees, revenue, and dealership rooftops. VINCUE, the only software provider to offer unified inventory lifecycle solutions within a single system, plans to continue that growth in 2022 through additional partnerships, industry thought leadership, and investment in product features and capabilities.

VINCUE will be exhibiting at the 2022 NADA Convention & Exhibition, at Booth 5049W in the Main Hall, where you can pre-schedule or walk-in for a meeting or product demonstration with the VINCUE team. During the exhibition, VINCUE will also be welcoming speakers from other partners and featuring its own leaders through a series of mini-breakout sessions.

VINCUE is a privately held company located in Kansas City, Missouri. Its founder and Chief Executive Officer is Chris Hoke, a long-time automotive technology veteran and former software engineering leader at VIN Solutions. The company was founded in 2016 and employs over 50 full-time team members, including sales, marketing, performance management, onboarding, and dealer support. For more information or to contact VINCUE, please visit <https://www.vincue.com>.