



VINCUE

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VINCUE Releases New Self-Assessed Condition Report Tool for VBC™

FOR IMMEDIATE RELEASE

VINCUE recently released an important new feature for the Vehicle Buying Center VBC™ that enables private-sellers to upload photos and descriptions to create a self-assessed condition report before scheduling an appointment at the dealership.

Kansas City, Missouri. Monday, February 21, 2022: [DealerCue Automotive Corp. \("VINCUE"\)](#), the maker of VINCUE unified inventory lifecycle solutions, announced today the release of a key new feature for their Vehicle Buying Center VBC™ solution that allows private-sellers to upload photos and descriptions of their vehicle to create a self-assessed condition report, making remote appraisals more accurate and streamlining the acquisition process at the dealership.

"We know that dealers are concerned anytime they're putting a number on a vehicle when they can't physically see it," explains Chris Hoke, Founder and Chief Executive Officer at VINCUE, "but with our new self-assessed condition report we hope to reduce that anxiety by increasing confidence and quality of those transactions."

VINCUE's VBC™ solution enables retail automotive dealerships to process and work leads for private-sellers, but many private-sellers won't make an appointment to bring their vehicle to the dealership unless they know for sure how much their car is worth. That puts dealerships in the difficult position of appraising and making an offer on a vehicle that they can't verify condition. Then, when a seller does show up at the dealership and the vehicle was not accurately represented, the dealer has to adjust the offer and the seller can be left feeling like they were misled.

"The whole conversation between seller and buying agent requires trust," says Hoke, "and when either side feels like they have been misled then the quality of that interaction between consumer and dealership is diminished." Hoke says the new self-assessment condition report introduces a new layer of confidence, quality assurance, and trust to the interaction that should improve the experience for the seller and the buying agent. "We're trying to eliminate any of the variables that might hurt the overall chance of acquiring a vehicle," explains Hoke, "this is just another conversation that the dealer doesn't have to worry about anymore."

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>.