Market Price Indicator for Auto

Make more competitive auto retail pricing decisions using real market intelligence.

✓ **Optimise trade margins**
Lap into market insights and pricing trends to refine offers and boost your competitive edge.

✓ **Improve your customer experience**
Draw on current market activity to make sound decisions quickly and offer customers accurate values.

✓ **Enhance your digital capabilities**
Use one interface for sophisticated retail pricing assessments based on automated data and machine learning.

Market Price Indicator goes beyond traditional value indicators, allowing auto dealers to make more competitive retail pricing decisions. When combined with Wholesale Price Indicator, value assessments can be made swiftly and accurately, driving viable pricing scales based on actual market activity.

An essential digital tool for dealers
Digitisation has changed the vehicle market as we know it, and empowered consumers expect fast, fair and transparent pricing decisions. To meet changing demands, your auto business must balance an improved customer experience with evolved pricing models that inspire confidence and protect retail margins.
Using advanced market data and machine learning, Market Price Indicator helps your business stay competitive and agile so you can thrive in the digital age.

Increase trade margins using market intelligence
Market Price Indicator helps you gauge your pricing benchmark to stay ahead of the competition.
With enhanced traditional retail and trade indicators, our solution is one of four elements offered through 1Check– our easy-to-use digital tool. With ongoing access to our vehicle data universe you can make informed vehicle pricing decisions instantly.

Visit: transunion.co.za/product/market-price-indicator

Product features:

→ **Predictive algorithms and comprehensive trade data**
With the power of real-time data at your fingertips, this industry-first solution helps you set pricing scales unique to each retail decision.

→ **Model-specific value indicators**
Set realistic retail prices by combining factors for unique vehicle variations, including:
- Mileage, condition and body type
- Make, model and year
- Market demand and recent price patterns

→ **User-friendly, instant view across a dynamic vehicle market**
Augment pricing models and enhance your approach using millions of data points for more competitive trading decisions.

→ **Precise retail pricing for a competitive edge**
Market data and price patterns are fed into machine learning models to help evolve your pricing models and enable more accurate decisions.

User Features:

- Easy-to-use, user-friendly visual tools
- Offline version available if data/connectivity fails
- Convenient mobile and web interface

TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE

→ 1Check	→ Market Price Indicator	→ Triggers	→ TrueIdentity
→ Valuations	→ Wholesale Price Indicator	→ FirstCheck	→ Digital Onboarding
→ Verifications	→ Analytics and Marketing Solutions	→ CreditView	→ Dealer Guides
→ Car Price	→ Quick Credit and Fraud Check	→ BI Reports	

LEARN MORE

To learn more about TransUnion Auto Lifecycle please contact your TransUnion representative.

TransUnion