

Wholesale Price Indicator for Auto

Drive competitive wholesale pricing decisions using live trade intelligence

✔ Improve trade price accuracy

Lower drop-offs with a simplified process that takes consumers from application to fulfillment in minutes.

✔ Enhance your customer experience

Make quality decisions quickly to offer customers an accurate value based on actual market activity.

✔ Leverage your digital capabilities

Automated data and algorithms in one interface enable sophisticated wholesale assessments on price and timing.

Wholesale Price Indicator delivers immediate market insights, allowing dealers to make more competitive wholesale pricing decisions. When combined with Market Price Indicator, assessments can be made quickly and accurately, enabling you to confidently determine wholesale value based on actual market activity.

An essential digital tool for dealers

Increased digitisation has disrupted the vehicle market. To meet consumer and market demands, your auto business must respond quickly and adopt innovative tools, such as TransUnion 1Check. Using the power of the latest technology platforms, Wholesale Price Indicator helps your business stay competitive and agile so you can thrive in the digital age.

Extract value through data insight

Wholesale Price Indicator enables better-informed valuation decisions. Moving beyond traditional data points and best estimates, our solution is one of four elements offered through an easy-to-use digital tool – 1Check. By harnessing the power of the largest database of vehicle manufacturers, along with financing and valuations.

Product features:

→ Precision wholesale pricing based on market activity

Combine traditional data points and real trade intelligence for competitive wholesale pricing that reflects current trends, market supply, demand and product dynamics.

→ Model-specific value indicators

Wholesale Price Indicator scans trading platforms for unique vehicle variations to help you set realistic wholesale trade prices, including:

- Mileage, condition and body type
- Make, model and year
- Market demand and recent price patterns

→ Predictive algorithms and comprehensive trade data

With the power of real-time data at your fingertips and the ability to adjust timing and vehicle-specific variants to optimise margins, you can better predict when to sell vehicles.

→ User-friendly, instant view across a vehicle market

Augment pricing models and profit capabilities using data insights across key indicators for precision pricing and competitive trading.

4 Market Indicators:



Trade Price

Trade value of a vehicle after refurbishment in good showroom and roadworthy condition



Market Price Indicator

A guide for sales price reflecting potential movement and market spread, gathered across multiple media platforms.



Retail Price

Selling price achieved for a showroom vehicle in roadworthy and good condition.



Wholesale Price Indicator

A guide for trade price before refurbishment, enabling a more accurate view of wholesale market pricing.

User Features:

- 292 brands
- 1916 models
- Total variants: 13171
- Total values: 63553

TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE

- iCheck
- 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.