

# Trade-InMart to Offer the Best Value Sale and Purchase of Used Cars

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*An online marketplace where you don't have to deal with the dealers anymore*

Emerging as the newest online marketplace, Trade-InMart is offering its services for those who want to sell their used cars for the best value price and also for those who want to buy one within their own bid. Using the Internet to reach the masses, Trade-inMart introduces an easier, convenient and affordable option for people interested in trade-in cars.

The major reason behind the Trade-InMart concept was a lack of available opportunities for the used car owners to sell their cars with a reasonable profit margin. According to the figures, the trade-in trend in US car market is rapidly increasing. In 2008, overall sales of nearly 20,000,000 used cars were recorded in US alone. However, most of these cars are assumed to be bought by the new car dealers.

The mind behind the Trade-InMart, Kobie Evans is a successful and passionate entrepreneur and a real estate broker. In an attempt to define his vision, Kobie states, 'Trade-in market is getting extremely popular among used car owners across the States, but despite the figures, it was overlooked as a serious market up till now. Most of the profit goes in to the dealer's pocket, and the parties are left with little or no choice of bargaining. Our vision was to provide a single platform, for both the parties, which is both flexible and profitable'.

Kobie Evan's major in accounting and his real estate experience, makes him the right man to ensure you the best deal in trade-in car market. Leading a team of passionate and enthusiastic specialists, Kobie is eager to take the trade-in market to the next level. The Trade-InMart team is based on professionals with keen know-how of the market, technology and the automobile industry. Trade-InMart is the perfect example of their broad spectrum knowledge and sincere efforts for the trade-in cars industry.

The Trade-InMart is a better option than the classified ads as it offers a variety of options to attract more potential buyers. Employing the infinite strength of web 2.0, Trade-InMart will allow users to upload pictures, videos, details, independent inspection reports, vehicle history reports and schedule inspections. The buyers will get a better ground to decide whether the deal suits them or not. The sellers can choose the best i.e. the highest bidder to sell their car to.

The sellers will have to pay a certain amount of fee before registering their car on the Trade-InMart.com list. Additionally, a fee will also be charged once a deal has been finalized between the parties. Despite the fee, Trade-InMart is bound to give a better value for both the seller and buyer as there is no dealer in between.

People might raise a question about Trade-InMart offering the same services as other online marketplaces such as Ebay Motors, AutoTraders.com and Cars.com. Kobie Evan addresses the issue in following words, 'While there seems to be a tough competition out there, Trade-InMart has come up

with its own niche i.e. we *focus* on private sellers who are selling their cars below the book value. The majority of deals on our competitor sites are from the dealers or high priced private sellers. The best valued deals seem to be lost somewhere between those deals. This won't be the case on Trade-InMart'.

Evans also has future plans of expanding their services beyond US. Currently the site is exclusive for the US market. However, Evan understands how the trade-in car market is booming all over the world. In response to a question regarding these plans, Kobie commented, 'We definitely plan to grow beyond borders. The next potential target market of Trade-InMart will be Canada and European Markets, but this will happen eventually'.

#### **About Trade-InMart:**

**Trade-InMart.com is an online platform for cheap car trade-ins. It focuses on the sellers who are selling below the book value. It offers the users to list their used car for a discounted price they expect to get for their car. Their car will instantly be available for interested buyers to see. These buyers will be offered equal opportunities to bid at a price they are willing to pay.**