



# Pearl Technology Combines VehicleXchange Equity Calculator with TIC “Buy Direct from Consumer” Mobile Platform

*Integrated technology automatically searches, calculates and notifies consumers that dealers want to make a real-time purchase offer*

DALLAS, TX, USA, January 11, 2017  
/EINPresswire.com/ -- Pearl Technology Holdings, LLC, (Pearl)

([www.pearlsolutions.com](http://www.pearlsolutions.com)) today announced it has combined [VehicleXchange's](#) (VX) equity intelligence and automated marketing platform with its “buy direct from consumer” platform, - [Trade In Concierge](#) (TIC). The integration allows dealers to input vehicles they wish to purchase

directly from consumers by year, make, model and trim. The VX equity engine continually searches for consumers in the service drive, dealer database, or market, who own these vehicles and are in an appropriate equity position to sell. The consumer and vehicle information obtained from VX is pre-populated into TIC and the customer is automatically sent an email asking for an opportunity for the dealer to verify the condition in return for a real cash offer.



“Buying inventory directly from consumers is the ultimate way to stock a dealer’s lot,” said Bruce Thompson, CEO and Founder of Pearl. “By integrating elements of two of our subsidiary companies we can create a fabulous automated stream of consumer vehicle sell requests. Dealers tell us what they want to buy and the system does the rest. Not only can dealers stock their lots without paying all the fees associated with auctions; but most of these customers will buy a replacement.”

VehicleXchange began as a service drive equity tool but has evolved into a powerful full service marketing platform fulfilling over 75,000 Experian pre-screen marketing campaigns per day. Dealers can either purchase the full suite of VX tools and add Trade-In Concierge, or simply purchase TIC as a stand alone with the new VX filter and marketing functions at no extra charge.

“It’s no secret that CarMax purchases approximately 100,000 vehicles directly from consumers each and every quarter. They also consistently make nearly \$400M in annual wholesale profit and have built an incredible awareness. CarMax has a huge advantage over the average dealer because they aren’t competing in the auction lanes for these vehicles. Many, if not most, of the 400,000 selling customers also buy replacements. Dealers need something that will get them in the game and Trade-In Concierge is the ticket to get them there,” Thompson stated.

For more information call: 888.339.1116. Or to sign up for a demonstration visit: [www.pearlsolutions.com](http://www.pearlsolutions.com). Trade-In Concierge and VehicleXchange will both be featured at this year's NADA in New Orleans, LA, January 26-29th at the Pearl Technology booth #3129.

## About Pearl Technology Holdings, LLC

With the formation of American Auto Exchange (AAX) in 2001, auto industry entrepreneur Bruce Thompson became widely known as the creator of the “used car inventory management” space. He went on to start RedBumper, LLC in 2010, which is also primarily focused on “used car inventory management.” RedBumper’s intellectual property was acquired by CDK Global in September 2014. At that time, Thompson formed a new holding company, Pearl Technology Holdings, LLC, created to be an automotive technology incubator. The company’s mission is to create and deliver innovative new tools that have an impact on the industry. Pearl has launched six subsidiaries: NewCar IQ, LLC; VehicleXchange, LLC; eCarTag, LLC; Trade-In Concierge, LLC and ShowroomXpress, LLC and Pearl Proximity, LLC. NewCarIQ, LLC was acquired by CDK Global in January 2016.

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