

MYTURN PLATFORM

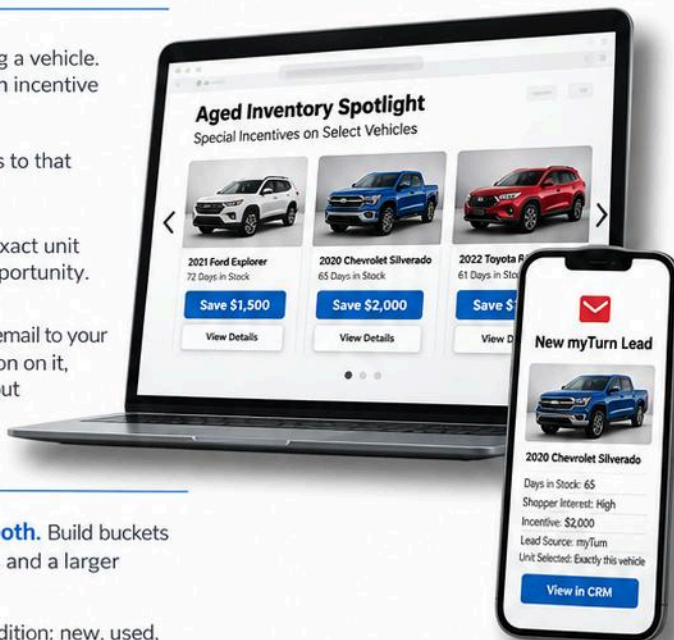
Demand-Driven Merchandising • Move Aged Inventory • More Opportunities

Put Your Aging Inventory at the Front of the Line. Online.

Every morning your used car manager merchandises the lot: aged units get pulled up front, pointed out, worked. Your website has never done that once. It sorts for the shopper, by price, newest, and mileage, and never for you. So the unit costing you \$30 to \$40 a day in holding cost is the exact one your site buries, and your only lever has been another public markdown. myTurn gives you a second lever.

How It Works

-  **The moment.** A shopper on your site is actively considering a vehicle. myTurn surfaces your similar aged units, oldest first, with an incentive attached. Your listed prices never change.
-  **The pick.** The shopper chooses one and the incentive locks to that specific vehicle.
-  **The lead.** It lands in your CRM tagged to myTurn and the exact unit selected. You see precisely which inventory created the opportunity.
-  **The manager's email.** Every lead triggers a plain-English email to your used car manager: the unit, its days in stock, shopper attention on it, and the pricing picture. Not another dashboard. An email about their own car.



Your Inventory, Your Rules

-  **Trigger by days in stock, low vehicle-page views, or both.** Build buckets with escalating incentives, such as one amount at 30 days and a larger one at 60.
-  **Include or exclude by year, model, or zip.** Filter by condition: new, used, or certified pre-owned.
-  **Set it once and it runs itself** on the website traffic you already paid for. No new ad spend, no new dashboard, no new process for your team.

Patent pending

Nobody else does this

~70 stores

Live in the first month

Zero added spend

Works your existing traffic

Every lead tagged

To the exact unit picked

The Investment

\$595 per month for your store. No setup fees, no long-term contract. That is less than a week of holding cost on one aged unit, so one car moved faster covers the month and everything after that is gross you kept instead of marking down.