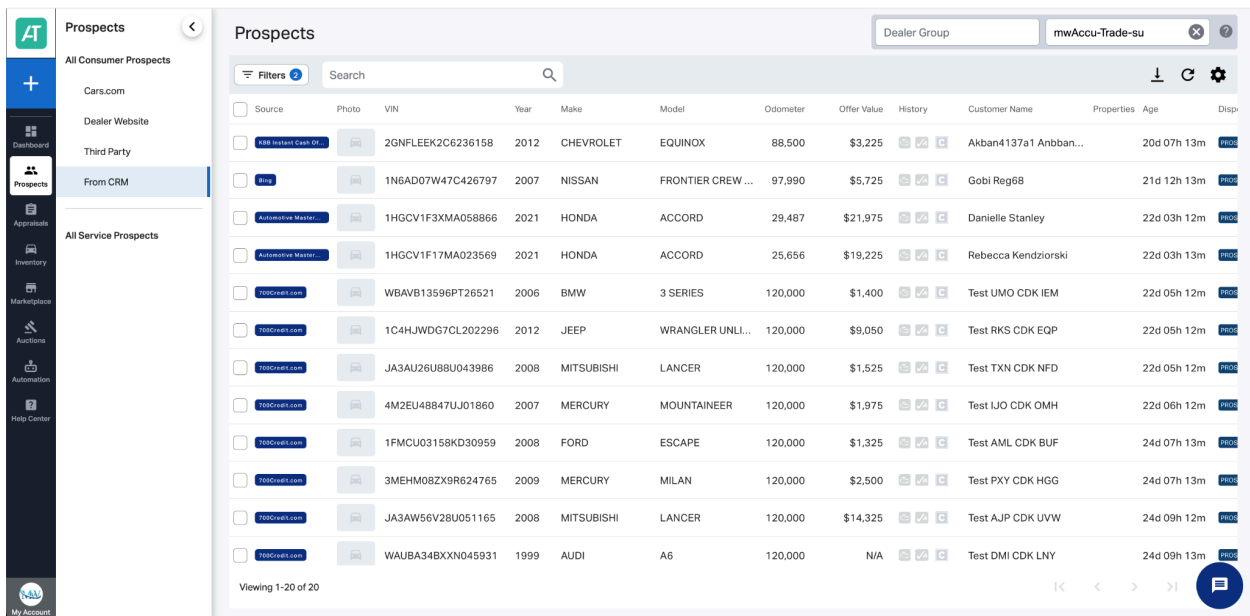


How to: Subscribe to the AccuTrade + CDK CRM Integration


AccuTrade seamlessly integrates with CDK’s CRM, capturing every trade-in lead—whether from Cars.com, CarGurus, KBB, Edmunds, your dealer website, or any other source. These leads are automatically available for accurate appraisals within AccuTrade, providing a streamlined and efficient process for you and your team.

Dealer must be an AccuTrade Connected Subscriber.

1. Log-in to <https://fortellis.io/> and search for “AccuTrade + CDK CRM Integration”
2. Click “Subscribe”
3. This will send a notification to the AccuTrade support team (support@accu-trade.com)
4. Our team will enable the integration and send you a confirmation email, letting you know it’s active
5. Leads can be found in the “Prospects” tab of the AccuTrade dashboard
 - a. Details within each Prospect: VIN, mileage (if available), color (if available), Customer Info, Original Source of the lead (CarGurus, AutoTrader, Dealer’s Site, etc)
 - b. You can use a filter to better identify these leads using the “From CRM” option



Source	Photo	VIN	Year	Make	Model	Odometer	Offer Value	History	Customer Name	Properties	Age	Disp
KBB Instant Cash Dr		2GNFLEEK2C6236158	2012	CHEVROLET	EQUINOX	88,500	\$3,225		Akban4137a1 Anbban...	20d 07h 13m	PROG	
Blue		1N6AD07W47C426797	2007	NISSAN	FRONTIER CREW ...	97,990	\$5,725		Gobi Reg68	21d 12h 13m	PROG	
Autotrader Master		1HGCV1F3XMA058866	2021	HONDA	ACCORD	29,487	\$21,975		Danielle Stanley	22d 03h 12m	PROG	
Autotrader Master		1HGCV1F17MA023569	2021	HONDA	ACCORD	25,656	\$19,225		Rebecca Kendziorski	22d 03h 13m	PROG	
1700cars.com		WBAB13596PT26521	2006	BMW	3 SERIES	120,000	\$1,400		Test UMO CDK IEM	22d 05h 12m	PROG	
1700cars.com		1C4HJWDG7CL202296	2012	JEEP	WRANGLER UNL...	120,000	\$9,050		Test RKS CDK EOP	22d 05h 12m	PROG	
1700cars.com		JA3AU26U88U043986	2008	MITSUBISHI	LANCER	120,000	\$1,525		Test TXN CDK NFD	22d 05h 12m	PROG	
1700cars.com		4M2EU48847UJ01860	2007	MERCURY	MOUNTAINEER	120,000	\$1,975		Test LJO CDK OMH	22d 06h 12m	PROG	
1700cars.com		1FMCU03158KD30959	2008	FORD	ESCAPE	120,000	\$1,325		Test AML CDK BUF	24d 07h 13m	PROG	
1700cars.com		3MEHM08ZX9R624765	2009	MERCURY	MILAN	120,000	\$2,500		Test PXY CDK HGG	24d 07h 13m	PROG	
1700cars.com		JA3AW56V28U051165	2008	MITSUBISHI	LANCER	120,000	\$14,325		Test AJP CDK UVW	24d 09h 12m	PROG	
1700cars.com		WAUJBA34BXN045931	1999	AUDI	A6	120,000	N/A		Test DMI CDK LNY	24d 09h 13m	PROG	

 **TIP:** Convert these Prospects to Appraisals to ensure your final offer reflects the most accurate valuation of the vehicle. [How to Video, linked here.](#)