

# What is *Live Market Pricing?*



## Simple.

Live Market Pricing provides the *most competitive prices* on all our pre-owned vehicles, all the time.



**Technology meets common sense.**

Pre-Owned *Live Market Pricing* is achieved by polling over 20,000 pre-owned websites every hour to ensure that every single customer receives real-time *Value Pricing* on every Pre-Owned Vehicle we sell.

**We don't play pricing games.**

We do not artificially inflate our pre-owned prices in the hopes of winning a "negotiating" contest with our customers.



**You'll save time and money.**

For a complimentary "Live Market View" on any pre-owned vehicle in stock, just ask your sales consultant.



**Jack Ellena**  
 **HONDA**