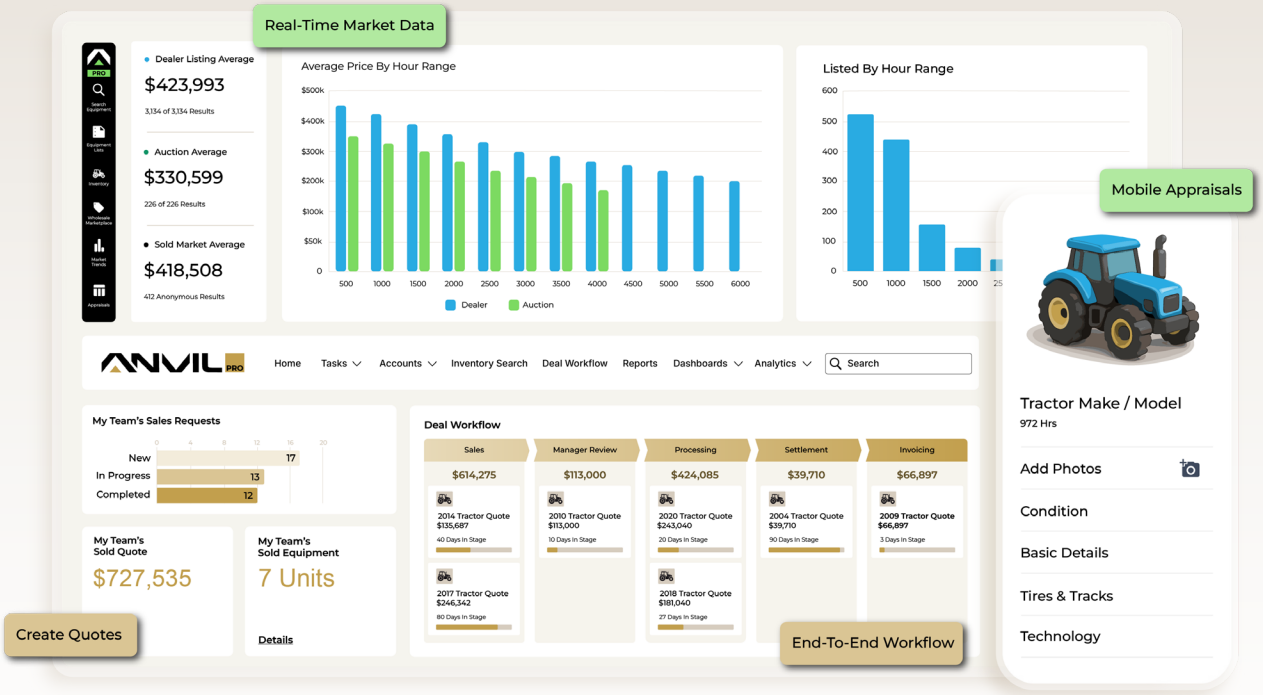
TRACTOR ZOOM x AGCO

CO-OP REIMBURSEMENT



Put your AGCO co-op dollars to work and get up to 50% back

AGCO dealers can submit **Tractor Zoom Pro** and **Anvil Pro** subscriptions for co-op reimbursement. This means you can recover roughly half the cost of tools already built to price used inventory accurately and turn it faster.

Your dealership's co-op funds are loaded by AGCO at the start of each year, earned as a percentage of your Dealer Allocation. Standard marketing activities are pre-listed; SaaS tools like Tractor Zoom Pro and Anvil Pro run through AGCO's **pre-approval Request path**, a route the co-op team has used for SaaS before. Dealer-executed activities can be reimbursed up to **50%**.

$75B+

Accurate, real-time equipment sale data from over 40,000 make/model combinations

~9.4%

Higher unit turn rate in AGCO dealers using Tractor Zoom Pro

81%

Adoption and usage rates by dealers currently on Anvil Pro

TRACTOR ZOOM'S TOOLS BUILT TO MOVE AGCO IRON

TRACTOR ZOOM PRO

REAL-TIME MARKET INTELLIGENCE & VALUATION



Accurate market data and comps from 40,000+ make/model combos.

- Pull **real-time comparable sales** in the field or at the desk to price with confidence.
- Complete trade-in appraisals faster. Ziegler Ag reported a **60% gain** in appraisal efficiency.
- Flag **aging used units** before they quietly eat into margin.
- Stop losing track of inventory. AgRevolution erased **~3 unaccounted units/month** across its lots.

ANVIL PRO

END-TO-END SALES AND INVENTORY WORKFLOW



Go from quote to settlement on one screen.

- One workflow from first contact to final settlement: **CRM, quoting, appraisals, PO/invoicing.**
- Current **AGCO OEM program data is native** in Anvil Pro Quote, so you can say goodbye to hunting through PDFs.
- Dealers go **live in 3–4 months** with an **80%+ team adoption** rate.
- Real-time Tractor Zoom Pro data flows **straight into** quoting & appraisals.

How to submit a claim for co-op funds

1. Log in at my.oneagco.com → **Marketing › Marketing Tools › Co-op Advertising**
2. Open **Requests** and click **New** to start a pre-approval request
3. Enter the **tool name** (Tractor Zoom Pro and/or Anvil Pro), invoice amount, and dates
4. Upload your **invoice** as supporting documentation
5. Submit for approval. **AGCO reviews within two business days**

! IMPORTANT NOTE

Claims must be submitted within **60 calendar days** of your invoice date.

More information about the co-op process:
Contact the AGCO co-op team:
NA_Coop@agcocorp.com (1-800-205-9004)

Tractor Zoom partners, please reach out to your Customer Success rep for assistance.

If you're not yet a partner, contact our sales team at **sales@tractorzoom.com** to learn more about how our solutions fit your dealership's operations.