


# TRACTOR ZOOM

## FOR JOHN DEERE DEALERS

# Decision Intelligence Solutions Proven Across the John Deere Network

Tractor Zoom gives John Deere dealers the data and connected workflows to capture more leads, close more deals, and grow market share. Our tools are integrated directly with Deere systems and already proven across a large share of the network across North America.

# A workflow staple within the Deere ecosystem

Tractor Zoom already works with a large share of both multi-store Deere enterprises and mid-sized dealer groups.

This means our tools are already adopted and proven inside dealerships like yours. Same tech stacks, same equipment, same buyers.

It also means we bring the onboarding and workflow best practices we've learned across your network, so your team reaches value faster on a platform they actually want to use.




# Real results from real CNH dealers

## 3-4 Months

Typical time for Deere dealers to go live on Anvil Pro

## 70%

of Deere dealers see increased turn rates

## 78%

of Deere dealers see improved margins

## 60%

of the ag equipment market behind data-backed pricing

# WHAT JOHN DEERE DEALERS GET WITH TRACTOR ZOOM

### Run the whole deal from lead to quote to delivery in one place

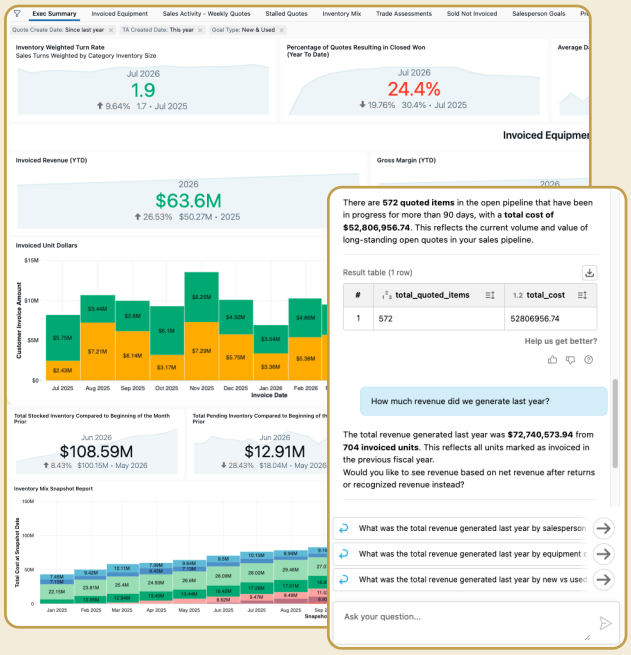
- Inbound lead management tools capture and route every lead the same way at every store.
- Deal Workflow carries each opportunity through sales, review, processing, and settlement, with a visual pipeline that keeps everyone accountable.
- Centralized communication features tie chats, notes, and customer texts to the stock unit so nothing is lost in the handoff.

### Price on data-backed values across 60% of the market

- Value trades and price used units on $75B+ of real auction and retail sold data.
- Capture appraisal photos and specs in the field and push them to the team instantly.
- Real-time values, trends, and risk signals sync into quotes and appraisals; no extra steps or URLs.

### See where every deal (and every dollar) really stands

- Dashboards track inventory weighted turn rate, closed-won rate, average days-to-invoice, and inventory mix in real time.
- Work sold-not-invoiced by store, salesperson, and category, with each line linked to its stock-unit record.
- Ask the AI Assistant any questions about your data and get instant, visualized answers



# Your existing tools, finally working together

**Inventory & Tracking**
- MF Pro, Tractor Zoom Pro, and John Deere Dealer Inventory Tracking (DIT)

**Dealer Management System (DMS)**
- John Deere EQUIP

**Communication & Quoting**
- ExpertConnect and John Deere Sales Center (JDSC).

**Docusign**
- Digital signatures move equipment from quote to delivery faster.

JOHN DEERE

EQUIP.

MACHINEFINDER™

EXPERTCONNECT™

docusign™

UNITED Ag & Turf

*"It has the most potential of any system out there. When you consider the value we get from increased efficiency and fewer platforms to juggle and maintain, you can easily see why we chose Anvil Pro."*

— Corporate Systems Director, United Ag & Turf Northeast

# Let's get connected

From onboarding to scaling into the future, the Tractor Zoom team supports John Deere dealers at every stage. See how quickly your dealership can get to value and gain the same operational leverage.

TRACTORZOOMPRO.COM

**Book A Demo**