

CUSTOMER SUCCESS STORY

How **Hooper Inc.** Rebuilt Its Trade-In Strategy Around Real-Time Market Data



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AT A GLANCE

Hoover Case Study



- **The Challenge:** Decentralized appraisals and outdated data sources.
- **The Solution:** Tractor Zoom Pro's real-time sold data and proactive repricing reviews.
- **The Results:** Centralized appraisal reviews and reduced aged inventory.

85%

Centralized
Appraisal Visibility

30+

Minutes Saved
Per Appraisal

Dealer: Hooper Inc., a 12-location CNH and Kubota ag dealership
User: Kevin Vandervort, Corporate Used Equipment Manager

The Challenge: Inconsistent Appraisals and Costly Trade Mistakes

When Kevin Vandervort became Corporate Used Equipment Manager at Hooper Inc., he inherited a trade-in process that was paper-based, decentralized, and inconsistent across locations. Sales reps were siloed when valuing trades, relying heavily on outdated data sources that often didn't reflect actual market conditions.



I replaced a gentleman who was retiring...He was all paper. So there's filing cabinets full of paper, and I try to touch as little paper as possible.

— **Kevin Vandervort**, Used Equipment Manager

Only **30 – 40% of trades were reviewed centrally**, leading to uneven valuations and missed margin opportunities. The breaking point came when Hooper was left holding over two dozen obsolete vertical tillage units – a costly mistake caused by overvaluation and a slow response to shifting market demand.

The Turning Point: A Need for Real-Time Data and Oversight

Kevin knew the dealership needed to modernize the appraisal process with **centralized oversight and accurate, up-to-date market data**. He set out to find a platform that could deliver more than list prices; he needed something that would help Hooper understand what equipment was actually selling for, not just what it was advertised at.



You're not taking a trade-in – you're buying a piece of equipment to resell. You have to make sure we're buying it right.

That search led him to Tractor Zoom Pro, which he discovered through a “market trends” webinar presented by Tractor Zoom. After testing the platform’s capabilities, Kevin quickly realized it was the missing piece to standardize appraisals across Hooper’s multi-location dealership.

The Solution: Tractor Zoom Pro’s Real-Time Comps Platform

Tractor Zoom Pro gave Hooper Inc. access to **reliable, real-time auction and retail data** – including anonymized sold values – allowing Kevin to set trade-in numbers with confidence.

Using Tractor Zoom Pro’s advanced filters, searchable auction results, equipment market trends, and historical sales tools, Kevin could quickly build comparables and justify his valuations to the sales team using side-by-side data exports and clean, visual reports.

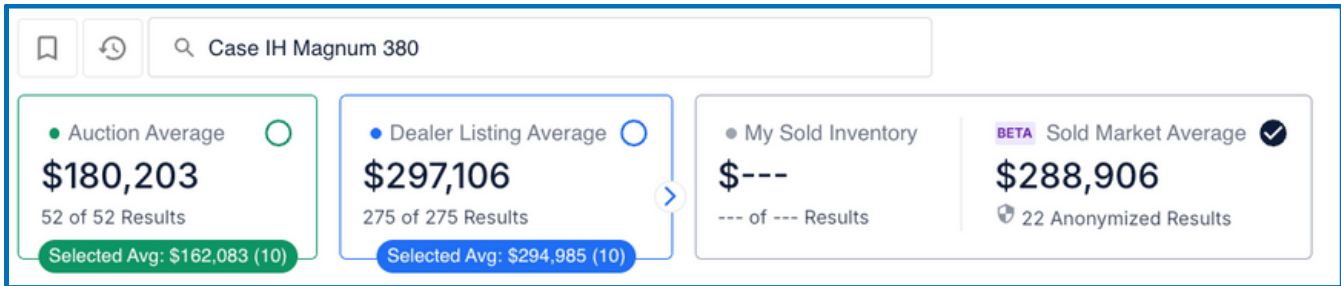
How Kevin and the Hooper Team Use Tractor Zoom Pro

- **Faster, more accurate appraisals:** Filters and search tools help Kevin quickly isolate comps by brand, model, hours, and specs, **saving between 30 and 45 minutes per unit** for high-value trades like Class 8 combines.

The screenshot shows the Tractor Zoom Pro search results for "Case IH Steiger 620 Quadtrac". The interface includes a search bar, filters, and a list of results. The filters section on the left includes options for Description, Auction Type, Year, Sale Price, Condition, Serial Number, Location, and Sale Date. The search results are displayed in a grid format, showing three units with their respective specifications and prices.

Year	Hours	Price	Location	Sold Date
2016	5,858 Hrs	\$112,500	Fort Madison, IA - 248 mi	Sold 6/18/2025
2020	984 Hrs	\$376,475	Ashley, ND - 376 mi	Sold 4/14/2025
2018	4,012 Hrs	\$239,000	Bejou, MN - 434 mi	Sold 4/9/2025

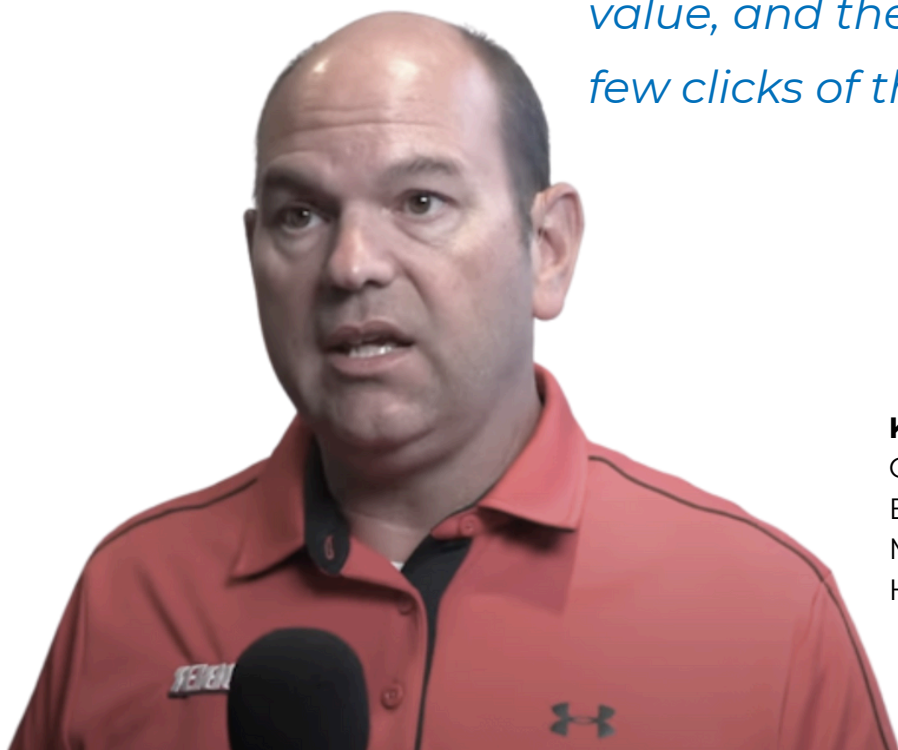
Tractor Zoom Pro’s **Equipment Search Results** feature allows dealers to instantly filter and compare auction and retail listings by key specs – like hours, model, attachments, and geography – so they can find accurate comps and price used equipment with precision.



Anonymized Sold Data lets dealers benchmark real prices and reverse-engineer accurate trade values. Kevin Vandervort uses these figures to determine a realistic resale number to calculate margin and reconditioning costs, which reduces post-listing price drops.

- **Centralized oversight:** Today, Kevin reviews and approves nearly all trades, ensuring consistency across over ten locations.
- **Proactive repricing:** Every two months, Kevin exports aged inventory lists and compares them with listings and auction data to inform write-downs and reduce surprises.

“ Even a first-time user can find what they want on Tractor Zoom Pro, with the way the filters are set up...I can get to the inventory tool, the projected auction value, and the comparables, all with a few clicks of the button.



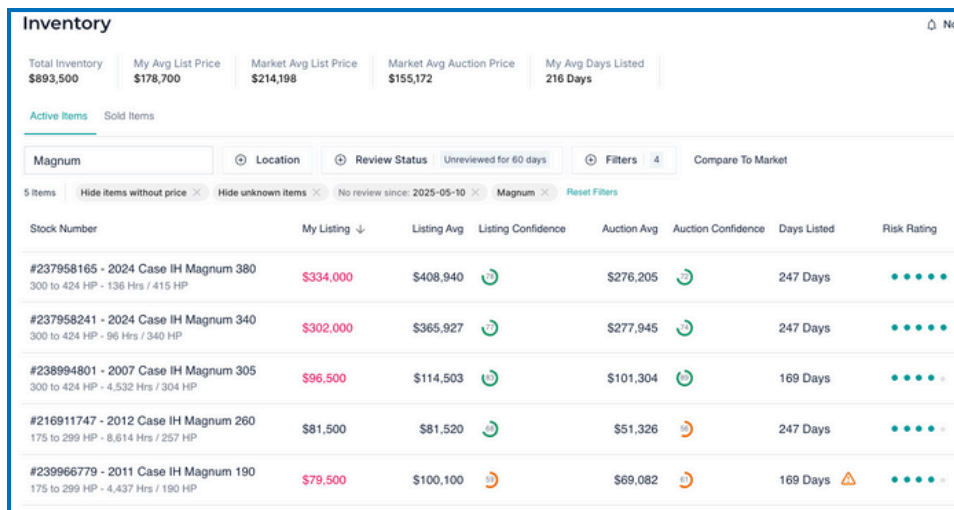
Kevin Vandervort
 Corporate Used
 Equipment
 Manager,
 Hooper Inc.



The Results: A Faster and More Accurate Pricing Process

By modernizing Hooper's trade-in strategy with Tractor Zoom Pro, Kevin Vandervort gained the oversight, speed, and pricing confidence his team needed to compete in today's volatile used equipment market.

- **More appraisals reviewed centrally:** Kevin now **reviews and approves 85% of all trades**, ensuring consistency across locations.
- **A more standardized repricing strategy:** Aged inventory lists immediately identify at-risk equipment that can be price-adjusted quickly and accurately using real-time comps.
- **Better margin protection:** Access to anonymized sold data helps avoid overvaluations and reduces price drops on aged inventory.
- **Improved inventory turn:** Data-driven repricing minimizes time on lot and reduces holding costs.



Stock Number	My Listing ↓	Listing Avg	Listing Confidence	Auction Avg	Auction Confidence	Days Listed	Risk Rating
#237958165 - 2024 Case IH Magnum 380 300 to 424 HP - 136 Hrs / 415 HP	\$334,000	\$408,940	🟢	\$276,205	🟢	247 Days	●●●●●
#237958241 - 2024 Case IH Magnum 340 300 to 424 HP - 96 Hrs / 340 HP	\$302,000	\$365,927	🟢	\$277,945	🟢	247 Days	●●●●●
#238994801 - 2007 Case IH Magnum 305 300 to 424 HP - 4,532 Hrs / 304 HP	\$96,500	\$114,503	🟢	\$101,304	🟢	169 Days	●●●●●
#216911747 - 2012 Case IH Magnum 260 175 to 299 HP - 8,614 Hrs / 257 HP	\$81,500	\$81,520	🟢	\$51,326	🟡	247 Days	●●●●●
#239966779 - 2011 Case IH Magnum 190 175 to 299 HP - 4,437 Hrs / 190 HP	\$79,500	\$100,100	🟡	\$69,082	🟡	169 Days	●●●●●

View inventory details such as time on lot, risk rating, carrying costs, average comparable values, and more in a single view within **Tractor Zoom Pro Inventory**.

What This Means For Your Dealership

Tractor Zoom Pro helps solve the challenges of appraising accurately and moving inventory faster by combining market-leading comps, inventory tools, and real-time sold data into one user-friendly platform.

Make your next move your most confident one yet. Stay competitive and ahead of the market with Tractor Zoom Pro as your dealership's reliable source of truth to price equipment and move more inventory.

Learn how Tractor Zoom's
suite of solutions can help
fuel your dealership's
growth.

Book a free demo:
www.tractorzoompro.com

