

TradePending to Showcase at SXSWi 2016

Automotive industry start-up to showcase how vehicle values will be determined in the future

Durham, NC ([PRWEB](#)) March 09, 2016 -- TradePending will be showcased at the upcoming South by Southwest Interactive Festival on March 12th and 14th in Austin, Tx. Started 23 years ago, SXSWi has hosted many of the most innovative tech companies and creative speakers in the world. Over 32,000 participants attended SXSWi in 2015 and [notable start-ups](#) such as Twitter, Foursquare, and others have been launched at SXSWi!

In conjunction with the [McCombs School of Business](#), TradePending will be exhibiting at two events at SXSWi 2016:

- 1) McCombs Entrepreneurship Night - SXSWi Edition, Saturday, March 12th from 5-7 pm, at The Ranch - 710 W. 6th Street, Austin, Tx
- 2) SXSWi [Trade Show](#) Exhibit Hall, Austin Convention Center, Monday, March 14th from 2-6 pm, at The McCombs School of Business Booth

TradePending CEO, Brice Englert, an alum of the UT McCombs School of Business MBA program will be attending both events and added, “I remember South by Southwest Interactive in the early 2000s. I worked just a block away from the convention center and thought ‘who are these folks’ and ‘what is interactive media’. To be part of South by, and as a Longhorn alum, is immensely exciting.”

TradePending will be giving demos and talks on their radical new automotive valuation system, SNAP. SNAP brings new dimensions to understanding what a used car is worth in a given local market by introducing market-based facts such as Supply and Demand and using actual comparables to estimate worth. Launched in early 2015, SNAP has been seen by over 1,000,000 consumers through hundreds of automotive dealer partner websites.

Brice also explained the unique opportunity that SXSWi represents for the automotive industry and added, “Few automotive industry companies have had the opportunity to showcase their technology at events such as South by Southwest Interactive. I look forward to representing the industry and the vibrant vendor community that works with dealers to improve the car shopping process.”

About TradePending

TradePending offers dealers the most usable and flexible solution to answer one of the car-shoppers most important questions. “What is my car worth?” TradePending’s flagship product SNAP is the only transparent local-market-based solution to answer this question. SNAP increases organic conversion from a dealer’s website and increases efficiency by introducing relatable, local-market information to the automotive process.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).