

DMA LEVEL RETAIL & FORECAST VALUES

Introducing DMA-level retail values and short-term forecasts powered through integrations with ALG and PIN data. The exclusive set of values delivers hyper-local vehicle retail pricing. Our first of its kind forecasting insights give a view into the future fluctuations of values for a given vehicle—giving you the edge in valuation, marketing, and portfolio management.

PRECISION DRIVES PROFIT.

- **Retail Values by Zip Code:** No more broad regional estimates. Get pricing tailored to your dealership's exact location when available data exists.
- **Forecasting Powered by ALG:** Predict vehicle depreciation over 1-36 months to optimize pricing, marketing, and lending decisions.
- **Exclusive to JD Power:** No competitor offers this level of granularity and forecasting in one integrated solution.

WHO BENEFITS

- **Dealers:** Price vehicles more competitively and maximize margin.
- **Lenders:** Use forecast data for smarter equity mining and loan origination.
- **Government Agencies:** Improve registration tax forecasting and revenue planning.
- **Insurance Agencies:** Total vehicle loss replacement value assigned to the customers location.



HOW IT WORKS

Input: VIN, Zip Code, Mileage, Trim (optional)

Output: DMA Retail Value (if applicable – If not regional or national average will be assigned), Forecast Curve (1–36 months), Depreciation Insights

Available through:

- Values Online
- MarketValues App
- API

REAL IMPACT

84% of dealers want DMA-level adjustments

70% of customers surveyed want short-term forecasts

Over 230,000 VINs analyzed over 3 months to validate accuracy and impact

- **35% of vehicles** valued impacted by the DMA adjustment
- **Split 50/50** in terms of a positive/negative adjustment to a retail value between \$100-\$1000

LEARN MORE OR BECOME A CUSTOMER

Contact us to learn how to use DMA & Forecasting in your account or API license.

valuation.support@jdpa.com
800.544.6232
[jdpowervalues.com](https://www.jdpower.com/values)