

My company buys cars. I find people who want to sell their cars by using Google Ads to drive potential customers to a landing page. Right now, the form on the landing page has queries for general vehicle information such as year, make, model, miles, and then contact information so that I can reach back out of the customer and make them an offer on the car.

First, instead of entering all of the vehicle information such as year, make, model, I would like those lines to be consolidated into a couple lines where all a customer would need to do is enter their plate number and state, or vin number and the vehicle year, make and model will populate.

Right now, I use price guides such as Kelley Blue Book and MMR (Manheim Market Report) to come up with pricing for customer vehicles. I would like your help to build an auto quoter tool that will automatically give a customer a vehicle value based on the vehicle information that they enter in (vin, year, make, miles). The inputs would be Vin (vehicle vin can populate year, make, model and trim) and miles. This information will be matched up with KBB information and MMR information to determine a price.

This is currently being employed on sites like <https://www.carvana.com/sell-my-car> and www.bidbus.com

Here are some resources that I think are relevant

<https://www.vinaudit.com/vehicle-specifications-api>
<https://www.vinaudit.com/vehicle-market-value-api>
<https://api.carsxe.com/>