Kelley Blue Book Website Instructions (2024)

* Navigate to <https://www.kbb.com/whats-my-car-worth/>.
* Select the radio button labeled "Make/Model"
* Enter the year that the car was made (from the spreadsheet)
* Enter the make of the car (from the spreadsheet)
* Enter the model of the car (from the spreadsheet)
* Enter the number of miles. We calculate miles by multiplying 5,000 \* (Year of Survey Administration – Year of Car). For the 27M spreadsheet I shared, the survey year is 2017.
* Enter 10001 in the zip code field.
* Click the "Go" button.
* On the page that asks you to select the style of your vehicle, always select the lowest-priced option at the top of the page.
* Click the "Next" button.
* Select the "Price with standard equipment" option.
* Select the color Black. If Black is not available, select White. If White is not available, select Gray. If Gray is not available, select Silver. If Silver is not available, select any color.
* Select the "Trading in my car" option.
* Click the "Next" button.
* On the next screen, the correct option will be pre-selected, so just click the "Next" button again.
* When asked to report the car's condition, select the "Good" option.
* On the final screen, extract the "Trade-in Value" in the white box (below the range in the green box) and place it in an excel sheet. The sheet should be indexed by analytic\_ID, similar to the input spreadsheet.