



 **DEALERSLINK<sup>®</sup>**  
Automotive Technology Innovation

**NEW CAR**  
**USED CAR**  
**WHOLESALE**

THE COMPLETE INVENTORY SOLUTION



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**THIS IS GOING TO MAKE YOU A LOT OF MONEY AND SELL A LOT MORE CARS.**

**BOBBY MAYNARD, SIMS HONDA**

## What Sets Us **Apart?**

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DealersLink is the only live market-data-driven inventory-management solution coupled with a billion dollars worth of on-demand dealer-direct inventory. Source, appraise, price, market, manage and exit inventory with the industry's most powerful all-in-one solution.

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## NEW-CAR MANAGEMENT

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New-car dealers who adopt a market-reactive new-vehicle inventory-management practice are more profitable, period. Our quick-turn-focused new-car pricing, management and merchandising tools help Franchise dealers thrive in today's highly competitive new-car market.

More new-vehicle sales,  
more F&I income, and  
more repeat customers.

### Free New-Car Inventory Report

Call (844) 534-5246 today to see how your dealership's inventory performance compares to your competitors'.



## OEM Incentives

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Automatically apply and update all factory incentives and rebates.

## OEM Stocking

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Make intelligent inventory-ordering decisions from your OEM. Bring the right new vehicles to your market with in-demand trim levels and options.

## Pricing

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Leverage live market analytics to find that pricing sweet spot. Always maximize turn and profit.

## Merchandising

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Automatically create listings for every vehicle and feed it to your website and third-party sites.

## USED-CAR MANAGEMENT

Today's used-vehicle market is more competitive than ever, and top dealers use live market data to understand their specific local markets to stay ahead of the competition.

DealersLink's used-car solution applies the most accurate live market data available to help Franchise and Independent dealerships appraise smarter, accelerate turn, and increase profits.

The industry's most powerful live market data. Appraise, price and market your inventory more competitively and efficiently.

## Stocking

Identify and source the highest grossing, fastest moving vehicles for your local market.

## Appraising

Mobile VIN Scanner books out any vehicle anywhere. Compare values side by side.

## Pricing

Find that pricing sweet spot to maximize turn without compromising profit.

## Merchandising

Automatically create listings for every vehicle and feed it to your website and third-party sites.

## Better Features, Half The Price

Every dealership needs to manage and merchandise inventory. But why spend so much? DealersLink offers better data and more features for 62% less than the competition.



**SINCE SWITCHING FROM HOMENET AND FIRSTLOOK TO DEALERSLINK, WE WERE ABLE TO REDUCE COSTS BY 33% WHILE HAVING ALL THE SAME FEATURES.**

**MICHAEL REESE - HASELWOOD AUTO GROUP**

## WHOLESALE PROFIT CENTER

NADA reports that dealership gross margins have declined 30% over the past five years. Increase your front-end gross 23% by purchasing inventory direct from other dealers, bypassing the time and fees associated with physical auctions.

### Deal Direct

The largest dealer-to-dealer marketplace in the U.S. Deal Smart. Deal Direct.™

### Fees

Buy or sell as many vehicles as you want without per-unit auction fees.

**Last year alone DealersLink saved its members over \$17.2 million in auction fees.**

### Wholesale

Over 50,000 front-line-ready vehicles. Extend your available inventory by over \$1 billion in flooring.

### Sell

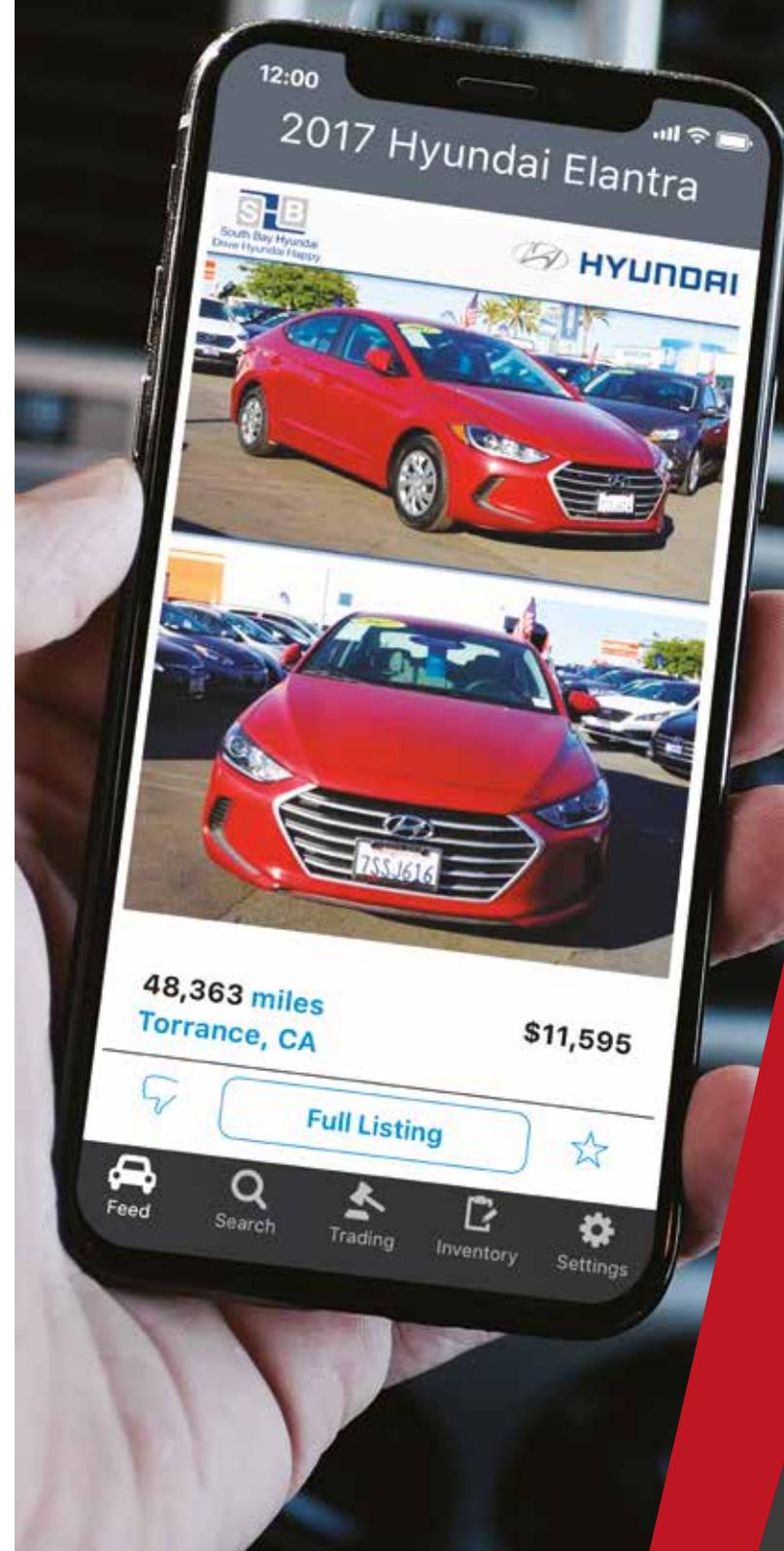
Eliminate wholesale losses. Keep wholesale units available for retail. Maintain a fast turn strategy while avoiding auction fees and transport costs.



**Justin Henning**  
West Coast Auto Dealers

"We sell as many as 20 cars a week on DealersLink... and when I'm not really going all the way in, we're still selling two or three. It's definitely helped me with my turn time."

"The biggest attribute obviously to me... the no transport fees, no auction fees, arbitration fees, sell fees, the fees on the fees on the fees... you just get fee'd to death."



## MOBILE

Swipe right for hot deals

A curated stream of vehicles hitting the market presented directly on your mobile phone. Finding clean retail-ready cars for thousands back-of-book is as easy as swiping left or right.

## SIMS HONDA

Sims Honda started in 1979 and is now Western Washington's premier Honda dealer. Sims carries over 100 used vehicles at any given time does 30 to 40 transactions on the DealersLink Marketplace every month, which saves the dealership over \$168,000 a year in auction fees alone.

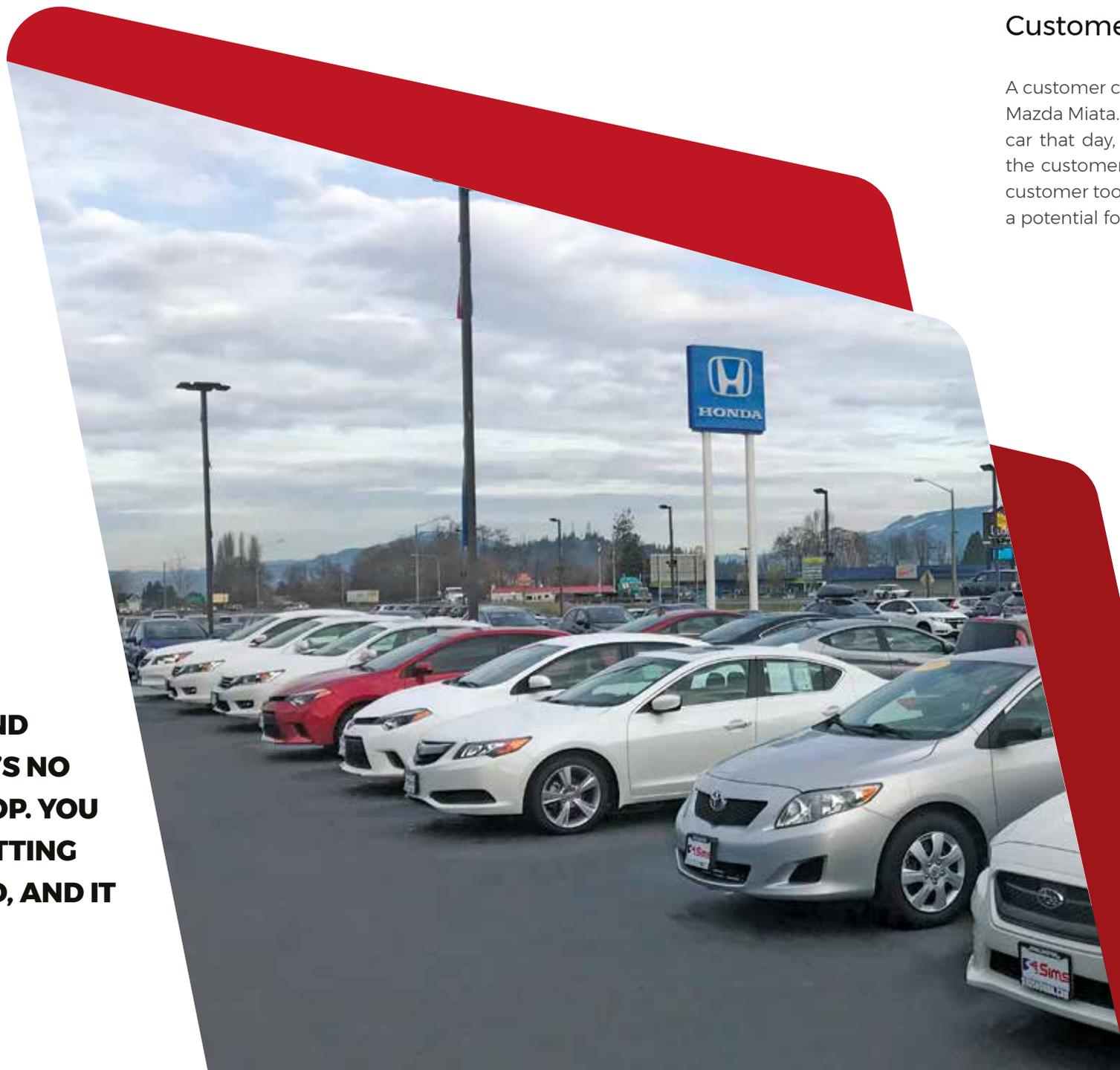


**Bobby Maynard**  
General Manager

Bobby Maynard, of Sims Honda in Burlington, Washington, has been with the dealership for nearly 20 years.



**YOU HAVE YOUR MONTHLY FEE, AND THERE'S NO \$300 BUY FEE; THERE'S NO \$200 TO RUN IT THROUGH THE SHOP. YOU KNOW THAT THE CARS YOU'RE GETTING ARE FRONT-LINE-READY, DETAILED, AND IT SAVES YOU MONEY.**



## Customer locates: "the used-car factory"

A customer came walking in one day looking for a late-model hardtop Mazda Miata. Using DealersLink, Maynard's staff was able to locate that car that day, print out a customer brochure, and get a deposit from the customer pending final inspection. Within a week and a half the customer took delivery, and the transaction generated a high ROI with a potential for repeat business.



**WHEN I WAS GROWING UP IN THE BUSINESS, WE WERE TOLD THE 'USED-CAR FACTORY' DOESN'T EXIST. AND I BELIEVE DEALERSLINK IS THAT USED-CAR FACTORY.**

What could you save?

To find out how much your dealership can save in auction fees, try our new online Auction Fee Calculator .  
[dlrslink.com/auction-savings](https://dlrslink.com/auction-savings)

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Take it for a test drive... I think you would be remiss if you didn't take a look at and talk to a rep from DealersLink.

Tim Urness, President

Oregon Auto Dealers Association



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