

Dealership 2020 Guide

Reduce Risk. Increase Profitability. Fuel Growth.



© DealersLink 2020 - This content is the property of DealersLink and may not be copied, shared, in part or whole, without express written permission. Rights reserved.

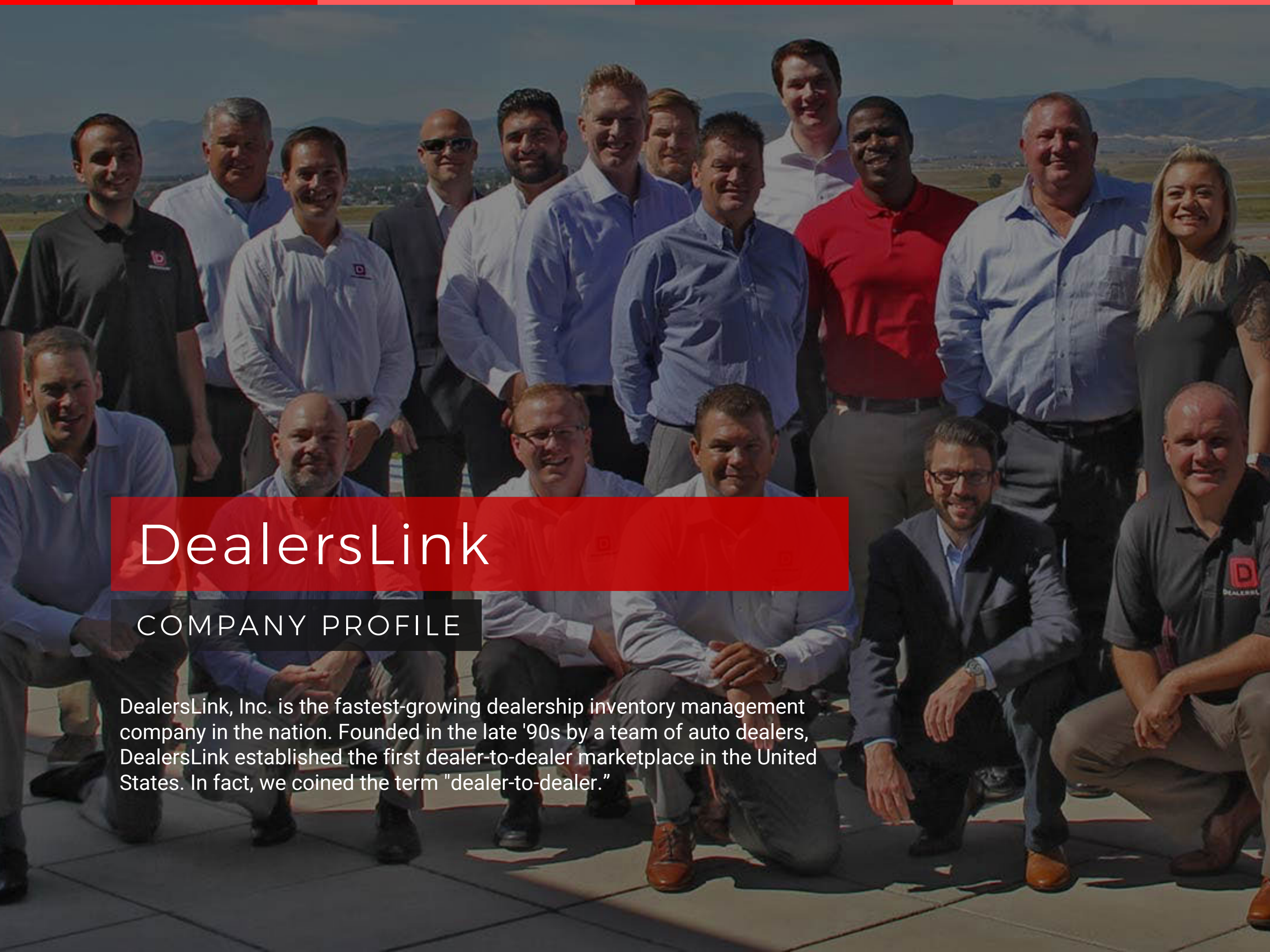
SEEMINGLY OVERNIGHT THE AUTOMOTIVE INDUSTRY HAS CHANGED

As states start to reopen, dealers are trying to adapt to new digital selling demands from customers while finding a balance between brick-and-mortar and online vehicle sales.

2020, THE “NEW” NORMAL

In this guide we look at how franchise and independent dealerships are shifting their strategy towards dealer-to-dealer digital auction spaces. Gain valuable insight on how your online presence and live pricing data matter more now than ever.





DealersLink

COMPANY PROFILE

DealersLink, Inc. is the fastest-growing dealership inventory management company in the nation. Founded in the late '90s by a team of auto dealers, DealersLink established the first dealer-to-dealer marketplace in the United States. In fact, we coined the term "dealer-to-dealer."

Same Mission / Expanded Scope



Every Dealer Counts

Continue to provide the industry's best customer support by treating every customer as if they were our only customer.



Every Dollar Counts

Provide the most advanced suite of new and used-vehicle inventory management solutions at a price that is affordable for all dealerships.



Nimble. Aggressive. Innovative

Provide all dealerships with unconventional tools and tactics to battle changing trends and economic conditions.



Re-engineering Automotive Wholesale

Right now, it's essential for all of us to know that markets will improve, but we must do everything in our power today to take advantage of the opportunity when markets return.

Mike Goicoechea , CEO of DealersLink



Make sure your vehicles are Digital FRONT LINE READY

Showrooms will reopen, but the online researching, comparing, and buying habits consumers have adopted may not disappear just because stay-at-home orders do. In reality, your online presence is now arguably just as important as your physical presence and you need to make sure that your inventory stands out. The tactics that worked well in the past won't be sufficient in tomorrow's new normal.

360° Vehicle Spins

360 spins generate **3x more engagement** than regular 2D imagery. The only more realistic way to interact with a car would be to show up at the dealership and sit in it.

Complete VDP

Utilize advanced automation and OEM Build Data to make sure your incentives, options, and descriptions are accurate and engaging. The Merchandising Snapshot Report alerts you on any missing info.

Photo Overlays

Dynamic Photo Overlays allow your vehicles to stand out from the crowd. Add different photo overlays based on vehicle criteria or switch them up on the fly to correspond with sales and marketing campaigns.

Dealer Assistance

DealersLink can assist you in everything from reviewing your Photos, Options, and Descriptions to make sure everything is correct. We can help you add overlays and 360 spins to assist in marketing your vehicles online.

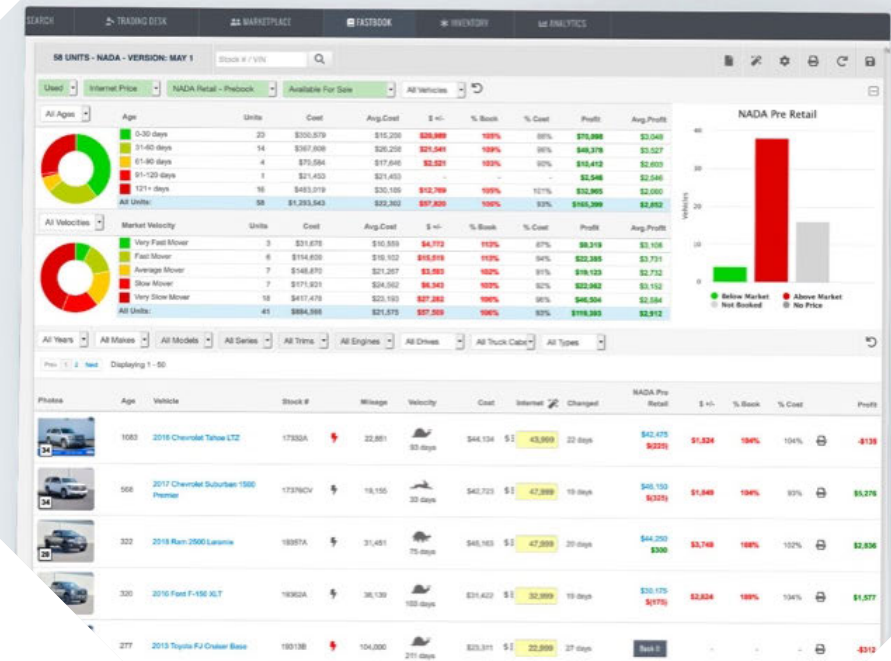
BE PREPARED FOR PRICING AND STOCKING HITS

Pre-Book Depreciation Report

The Pre-Book Depreciation Report shows next month's NADA book values a week before they update showing dealers which vehicles will be the most affected, allowing managers to make any pricing changes to avoid a loss.

Stocking Reports

Pull up the Stocking Report and utilize seasonal adjustments. Seasonal adjustments are based on historical sales data and granted everything is crazy right now, but it is something to be aware of as we head into summer.





DEALER TO-DEALER MARKETPLACE

Currently, brick and mortar auctions are shut down. The DealersLink Marketplace allows you to buy or sell **UNLIMITED** vehicles with **NO TRANSACTION FEES!**

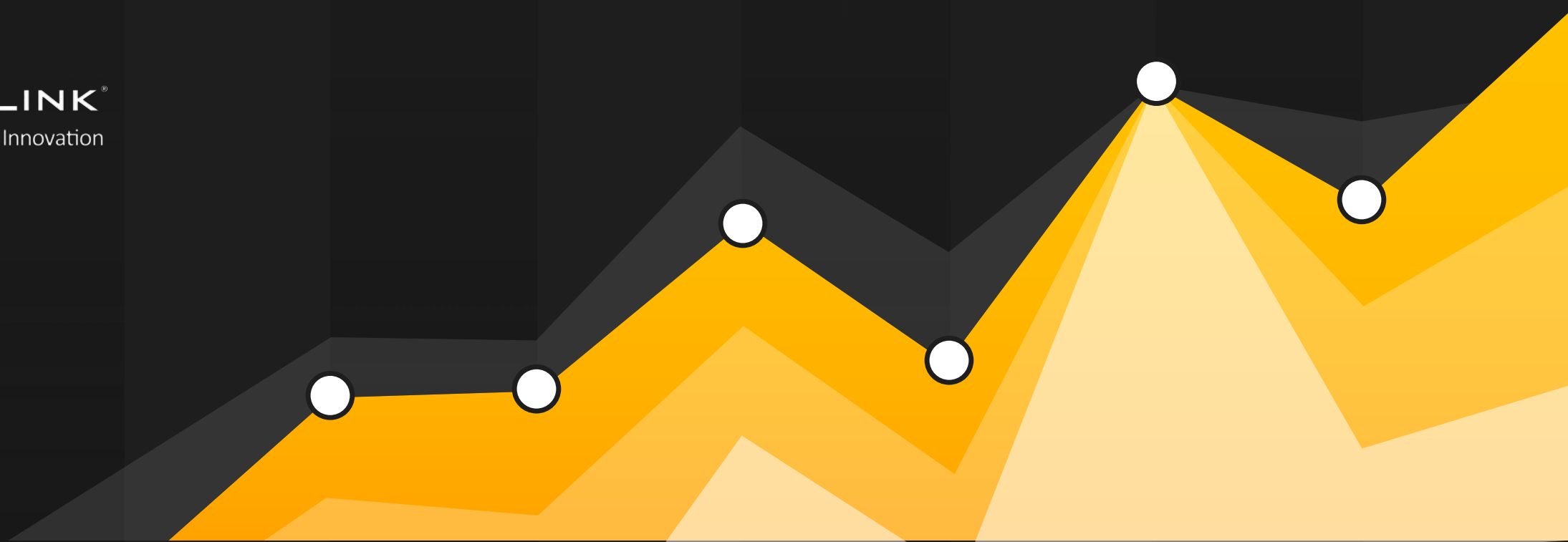
CONTINUE TO BUY & SELL INVENTORY

Static inventory can lead to many problems. DealersLink can help you buy fresh inventory and offer your aged vehicles up for a quick sale.

MARKETPLACE

COMMERCE IS RAMPING BACK UP

Offering an outlet for liquidity as dealers grapple with fewer retail sales, incoming trade-ins, and aged inventory. Cut wholesale losses by posting aged inventory directly from your lot without auction fees or transportation costs.





MAKE EVERY CUSTOMER COUNT

Go the extra mile because if you don't your competitor will!

Use the power of the DealersLink Marketplace to ensure that you have presented every viable option to your customer. With over 65,000 clean retail-ready vehicles available for sale without lane fees. Reduce floorplan expense by using the Customer View to present marketplace vehicles to customers with your dealership's branding.

“When I was growing up in the business, we were told the ‘used-car factory’ doesn’t exist. And you know, I believe DealersLink is that used-car factory.” **BOBBY MAYNARD - GENERAL MANAGER**



BE PART OF THE
DEALERSLINK
COMMUNITY

Everyone is going through the same issues during this time. Let's support each other through it. DealersLink is here to assist its valued members in any way we can.



CONTACT

DEALERSLINK

Thank you. We hope this guide has been helpful. Please feel free to send us your comments or feedback.

Contact us for a consultation on adapting any of these strategies to your specific dealership.



(844) 340-2522



@DealersLink



info@dealerslink.com



@DealersLink



www.dealerslink.com



DealersLink