



# MERCHANDISING TIPS

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Lift Your Leads By Up To 185%  
With Better Merchandising





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## MERCHANDISING TIPS

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# MERCHANDISING TIPS FOR USED VEHICLES

## Optimized Inventory Listings to Drive Even More Serious Car Shoppers from Your Virtual Lot Directly to Your Dealership Threshold

### USE REAL PHOTOS AND VIDEOS

- 30+ photos
- All four corners, driver and passenger side, plus head-on shots from front and rear, to mimic a 360-degree virtual walkaround
- Entire dash and all rows of seats
- Close-ups of driver controls, centre stack, door cards, and additional driver amenities/unique features
- Wheel condition and tire tread depth
- Engine bay, trunk, cargo compartment or pick-up bed

**DID YOU KNOW?**  
Listings with more than 11 photos enjoy 185% more leads<sup>2</sup>

### ONLINE SHOPPING TOOLS

- Appointment / test drive booking
- Chat and/or text message
- Virtual trade-in valuation
- Vehicle reservation

### HIGHLIGHTS

- An overall summary of your vehicle listing, generated through content in your description as well as features and options selected through your 1-SOURCE Inventory Management Console

Source: (1) AutoTrader.ca Data Warehouse, AutoTrader iQ Price Badge Analysis, 2021.  
(2) AutoTrader.ca Data Warehouse, January - July 2022.

**DID YOU KNOW?**  
A 'Great Price' badge lifts leads by 60%<sup>1</sup>

2018 Kia Stinger AWD

67,296 km | Toronto | View CARFAX History Report

Get Price Alerts

\$40,999

+ TAXES & LICENSING

IQ GREAT PRICE

\$3,817 BELOW MARKET

ABC AUTOS

123-456-7899

Click to show

View Map

Visit Dealer website

Book An Appointment

Live Chat

Virtual Appraisal

Instant Cash Offer

Ready to Trade in?

Trade-in your car with our Instant Cash Offer program and take advantage of tax savings. Know your car's value in minutes.

Get an instant offer

Highlights

67,296 km

9 Speed Automatic

AWD

Navigation System

Leather Interior

Average km

Estimate your payments

Payment configuration

Payment frequency: Bi-Weekly

Finance term: 60 months @ 7.99%

Down payment: \$0

Trade-in value: \$0

Pricing breakdown

Dealer price: \$49,998

Interest charge: \$10,726

Total obligation: \$60,724

Your estimated payment

\$467 bi-weekly\*

A better finance rate may be available for you!

Inquire now

GENERAL INQUIRY

BOOK AN APPOINTMENT

MAKE AN OFFER

Name\*

Email\*

Phone Number - Optional

Hi, this looks interesting! Is it still available?

☐ Do you have a trade-in?

☐ Get price alerts and new similar listings

Send

By clicking "Send" I agree to receive communications from AutoTrader. I can unsubscribe at anytime. I also agree to the Terms of Use and Privacy Policy.

Description

Recent Arrival! AWD\*NAVIGATION\*NEW BRAKES\*NO ACCIDENTS\*NAPPA LEATHER SEATS\* 2018 Kia Stinger GT Blue Brand New Brakes, New Brake Fluids, Clean Carfax, Local Trade, Fresh Detail, All Wheel Drive, 15 Speakers, 4-Wheel Disc Brakes, Apple CarPlay & Android Auto, Auto tilt-away steering wheel, Auto-dimming door mirrors, Auto-dimming Rear-View mirror, Brake assist, Distance pacing cruise control: Advanced Smart Cruise Control, Electronic Stability Control, Emergency communication system, Exterior Parking Camera Rear, Four wheel independent suspension, Front dual zone A/C, Garage door transmitter: HomeLink, harman/kardon Speakers, Heads-Up Display, Heated & Air-Cooled Front Bucket Seats, Heated front seats, Heated rear seats, Heated steering wheel, Knee airbag, Low tire pressure warning, Memory seat, Nappa Leather Seat Trim, Navigation System, Power driver seat, Power Liftgate, Power moonroof, Power steering, Power windows, Radio: AM/FM/MP3/SiriusXM Audio System, Remote keyless entry, Security system, Speed-sensing steering, Spoiler, Steering wheel memory, Telescoping steering wheel, Traction control, Ventilated front seats, Wheels: 19" Machined-Finish Alloy. AWD 8-Speed Automatic 3.3L V6 DGI

Reviews:  
\* Owners rave about the potent and refined V6 engine, smooth driveline, unique looks, and strong overall value. For the money, the Stinger delivers strongly on the performance, style, quality, and tech fronts. Source: autoTRADER.ca

Our team of professionals are committed to helping you with all of your automotive needs during these challenging times. Our virtual sales department is available online @ midtownhonda.com to answer all of your questions and facilitate your purchase from convenience of your home. Its simple as these four steps : 1) Pick your vehicle and get a quote 2) Get a virtual tour 3) Complete all the documents 4) Have the vehicle delivered to you.

"Premium package provides: Heated seats and back-up camera that is valued at \$4,500. Vehicle is in great condition." - ABC AUTOS

Read Less

Specifications

Kilometres

67,296 km

Status

Used

Trim

GT

Body Type

Sedan

Engine

3.3L 6cyl

Cylinder

6

Show all available specs

Price Analysis

This vehicle is listed at: \$40,999

Great

Good

Fair

Above

IQ GREAT PRICE

This vehicle is \$3,817 BELOW MARKET (8%). It is compared to similar vehicles in the Toronto and adjacent area. It's based on kilometres, year, make, model, trim, manufacturer certification, manufacturer packages, options, and much more.

How we calculate price badges?

Powered by AutoTrader

Condition Analysis

This vehicle has a average mileage at: 67,296 KM

Low KM

Average KM

High KM

Average km based on 20,000 km/year

Average km

Accident Free

New Brakes

Local Vehicle

View CARFAX History Report

Features & Options

Navigation System

Security System

Traction Control

Cruise Control

Power Steering

Leather Interior

Premium Audio

Power Windows

Spoiler

Telescoping Steering

All Wheel Drive

Stability Control

Keyless Entry

Bucket Seats

AM/FM Stereo

Alloys

Show fewer features

Fuel Economy

Combined

11.3

L/100km

City

12.7

L/100km

Highway

9.6

L/100km

Yearly km

20000

Fuel cost \$ (c/l)

126.1

EST. YEARLY FUEL COST\* \$2,849.86

\*Based on combined fuel economy

Dealer Info

ABC AUTOS

Located at 401 Dixie Auto Mall

Member Of Dilawri Group

Shop In-Store Or Online

Pre-Owned Promise

Exclusive benefits with the purchase of every pre-owned vehicle

105 Point Inspection

3 day / 300km Exchange Guarantee

Carfax

90 Day Powertrain Warranty

Detailed Reconditioning Report

1 Year Roadside Assistance

View Map

Visit Dealer website

View all inventory

Google Reviews Google ★★★★★

"Best Priced Dealer" in 2022

### BE DESCRIPTIVE

- Highlight key features of the vehicle
- Include a CARFAX Vehicle History Report
- Disclose odometer reading on pre-owned inventory listings
- Speak to available financing options, lease rates or OEM/ dealership incentives
- Include a "Why Buy Here" statement
- Mention any applicable dealership awards/ recognition

### CAPTIVATE SHOPPERS WITH A PRICE QUOTE

- Capture the attention of car shoppers with a Tweet-like sentence to provide an explanation and context for the price of the vehicle upfront
- Include this 140-character sentence within square brackets at the very end of your description, (i.e., Affordable, low mileage, accident-free, single owner SUV perfect for all terrains!)

### PRICE COMPETITIVELY

- Provide transparent and fair pricing for consumers based on live market pricing guidance
- Competitively priced listings are acknowledged on AutoTrader.ca with "Good" and "Great" price badges

### PROMOTE THE VEHICLE'S CONDITION

- Condition statements are automatically extracted from your listing description
- Include key call-outs, such as, "One Owner", "Accident-Free", "Excellent Condition", "Multi-Point Inspection", etc.

### HIGHLIGHT KEY FEATURES

- List out all the features and options available for the vehicle

### BUILD CONSUMER TRUST

- Build rapport, credibility and trust with car shoppers by speaking to the longevity of your operation, unique aspects of your dealership and more!

### DEALERSHIP REVIEWS

- Google Rating will appear for 3.5+ star rated dealerships

### FINAL CHECK!

- Preview your listing prior to posting it live.
- Make sure the listing is complete and accurate as missing information can turn shoppers away!

1.877.414.2030

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# MERCHANDISING TIPS FOR NEW VEHICLES

Provide Car Shoppers Everything They Need to Know About a Vehicle Upfront

## USE REAL PHOTOS AND VIDEOS

- 30+ photos
- All four corners, driver and passenger side, plus head-on shots from front and rear, to mimic a 360-degree virtual walkaround
- Entire dash and all rows of seats
- Close-ups of driver controls, centre stack, door cards, and additional driver amenities/unique features
- Wheel condition and tire tread depth
- Engine bay, trunk, cargo compartment or pick-up bed

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## ONLINE SHOPPING TOOLS

- Appointment / test drive booking
- Chat and/or text message
- Virtual trade-in valuation
- Vehicle reservation

## INCLUDE TWO PRICES

- Disclose your price as well as MSRP

## HIGHLIGHTS

- An overall summary of your vehicle listing, generated through content in your description as well as features and options selected through your 1-SOURCE Inventory Management Console

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AutoTrader.ca

Cars, Trucks & SUVsCommercial / Heavy TrucksTrailersRVsBoats

Buy OnlineSell My CarShop ElectricNEWReviews & AdviceWSign inFR


2022 Hyundai Venue Preferred

17 km | Guelph

Get Price Alert

NEW VEHICLE

MSRP \$24,599



ABC AUTOS

ABC AUTOS

123-456-7899

View Map

Visit Dealer website

GENERAL INQUIRYBOOK AN APPOINTMENT

Name\*

Email\*

Phone Number - Optional

Hi, this looks interesting! Is it still available?

☐ Get price alerts and new similar listings

Send

Book An AppointmentBuy OnlineVirtual Appraisal

Buy Online Available

Configure this car to fit your needs and get the best pricing upfront. All available discounts are reflected in the price, so you know you are getting the best deal.  
How it works

Build my deal

Instant Cash Offer

Ready to Trade in?

Trade-in your car with our Instant Cash Offer program and take advantage of tax savings. Know your car's value in minutes.

Get an instant offer

Price Breakdown

Dealer MSRP Price

Dealer Price

\$62,545

\$62,954

Highlights

4-Cylinder engineBackup cameraFWD

Heated front seatsPower doors

Estimate your payments

Payment configuration

Payment frequencyBi-Weekly

Finance term96 months @ 5.49%

Down payment\$0

Trade-in value\$0

Include sales tax

Pricing breakdown

Dealer price

Interest charge

Total obligation

\$62,954

\$14,899

\$77,853

Your estimated payment

\$374

bi-weekly\*

## BE DESCRIPTIVE

- Highlight key features of the vehicle
- Speak to available financing options, lease rates or OEM/dealership incentives
- Include a "Why Buy Here" statement
- Mention any applicable dealership awards/recognition

Description

This Hyundai Venue has a trusty Regular Unleaded I-4 1.6 L/98 engine powering this Variable transmission.

You Can't Beat the Price with These Options  
Wheels: 15 x 6.0J Aluminum Alloy, Variable Intermittent Wipers, Trip Computer, Transmission: Intelligent Variable (IVT) -inc: drive mode select w/normal/sport/sand/snow/mud mode, hill assist control and ignition key interlock system., Transmission w/SHIFTRONIC Sequential Shift Control, Torsion Beam Rear Suspension w/Coil Springs, Tires: P185/65R15, Tire Pressure Monitor...

Read More

Specifications

Kilometres

17 km

Status

New

Trim

Preferred

Body Type

SUV

Engine

4 Cylinder Engine

Show all available specs

Car Insurance - TD Insurance

NEW

Get an insurance quote on a 2022 Hyundai Venue online & see how much you could save.  
Provided by TD Insurance

Get a quote

Dealer Info

ABC AUTOS

Over 600 plus used vehicles!#1 in Customer Service!Signature Certified Dealership!

View Map

Visit Dealer website

View all inventory

Google ReviewsGoogle 4.5 stars

## DEALERSHIP REVIEWS

- Google Rating will appear for 3.5+ star rated dealerships

## FINAL CHECK!

- Preview your listing prior to posting it live.
- Make sure the listing is complete and accurate as missing information can turn shoppers away!



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# MERCHANDISING CHECKLIST

## Key Aspects of an Optimized Vehicle Listing

### PRICE

- ☑ Conduct pricing research of comparable listings
- ☑ Price competitively to ensure alignment to consumer prioritization when shopping for a car
- ☑ Your price as well as MSRP should be included on new vehicle listings
- ☑ Competitive pricing will increase your chances of “Good” and “Great” price badges applying to your inventory listings on AutoTrader.ca

### PHOTOS & VIDEOS

- ☑ Upload 30, or more, quality photos to each listing
- ☑ Cover multiple angles, to mimic a 360-degree virtual walk-around in the photo carousel
- ☑ Your price as well as MSRP should be included on new vehicle listings
- ☑ Capture ample interior and exterior shots, including all four corners, front and back, driver and passenger side, headlights, wheels, tire tread depth, fender and trunk badges, entire dashboard, centre console, climate controls, infotainment, all rows of seats, trunk or pick-up bed, cargo compartment, and engine bay
- ☑ When possible, include a video of the vehicle
- ☑ Capture visuals of key selling features
- ☑ Wide and close-up shots are recommended

### DESCRIPTION

- ☑ Highlight key features of the vehicle
- ☑ Include a “Why Buy Here” statement
- ☑ Disclose odometer reading on pre-owned inventory listings
- ☑ Include a CARFAX Vehicle History Report
- ☑ Speak to available financing options, lease rates or OEM/dealership incentives
- ☑ Include customer reviews and awards
- ☑ Google Rating will appear for 3.5+ star rated dealerships

### FEATURES & SPECIFICATIONS

- ☑ Include key call-outs, such as “One Owner”, “Accident Free”, etc.



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