

# **MERCHANDISING TIPS**

Lift Your Leads By Up To 185% With Better Merchandising





## **MERCHANDISING TIPS**

USED VEHICLES ..... NEW VEHICLES...... CHECKLIST.....



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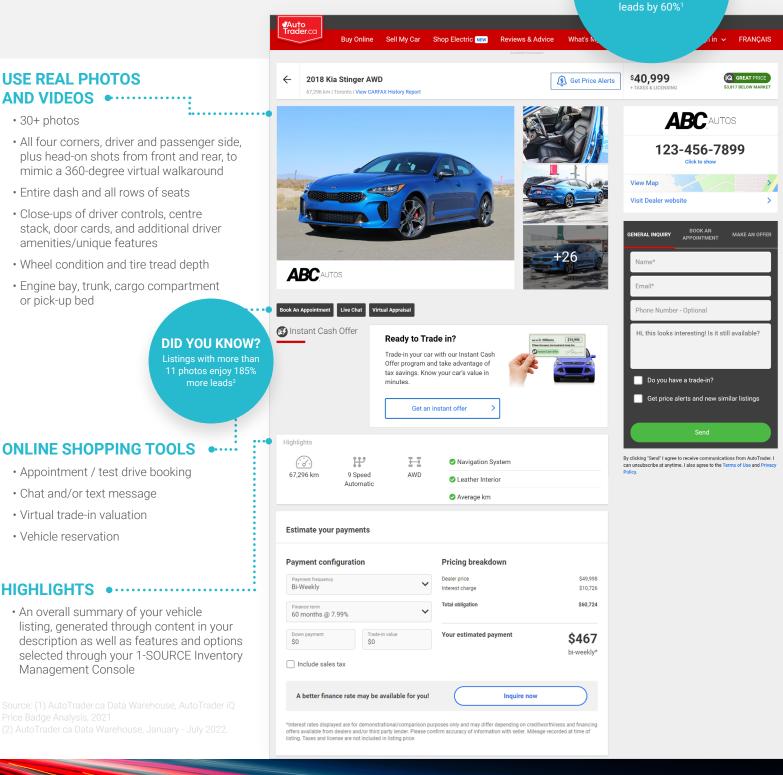


30+ photos

or pick-up bed

## **MERCHANDISING TIPS** FOR USED VEHICLES

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



#### 

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

**DID YOU KNOW?** 

A 'Great Price' badge lifts

\* 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, guality, 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 @ middownhoute necessarial of your questions and facilitate your purchase from convenience of your home. Its simple as these four steps : 1) Pick

"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		••••	•••
This vehicle is \$3,817 BELOW MAI	RKET (8%). It is compared to similar ; make, model, trim, manufacturer ce	vehicles in the <b>Toronto</b> and adjacent ertification, manufacturer packages,		
How we calculate price badges?		Powered by <b>#AutoTrader@</b>	L	
Condition Analysis			••••	
This vehicle has a average mileage at: <b>67,296 KM</b>		AVERAGE KM HIGH KM		
오 Average km	Average km l	based on 20,000 km/year		
S Local Vehicle				
View CARFAX History Report		>		
eatures & Options			••••	•
Navigation System	Leather Interior	All Wheel Drive		•••
Security System	Premium Audio	Stability Control		
Traction Control	Power Windows	Keyless Entry		
🕗 Cruise Control	🕏 Spoiler	Sucket Seats		
Power Steering	Telescoping Steering	AM/FM Stereo		
Alloys				•
Show fewer features				•
Fuel Economy			-	
	Yearly km	Fuel cost \$ (c/l)		
Combined City	Highway 20000	126.1		
11.3 12.7 L/100km L/100km		ARLY FUEL COST* \$2,849.86		
Dealer Info ABCC, AUTOS Located at 401 Dixie Auto Ma Member Of Dilawri Group Shora De Stora Or Orelina	ш	AutoTrader BEST PRICED DEALER Promise	]	•
Shop In-Store Or Online		Control of the process of the p		
View Map				
Visit Dealer website		;		
View all inventory		;		
Google Reviews Google				
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- Highlight key features of the vehicle
- Include a CARFAX Vehicle History Report

**CAPTIVATE SHOPPERS** 

- 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
- 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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**USE REAL PHOTOS** 

amenities/unique features

Chat and/or text message

• Virtual trade-in valuation Vehicle reservation

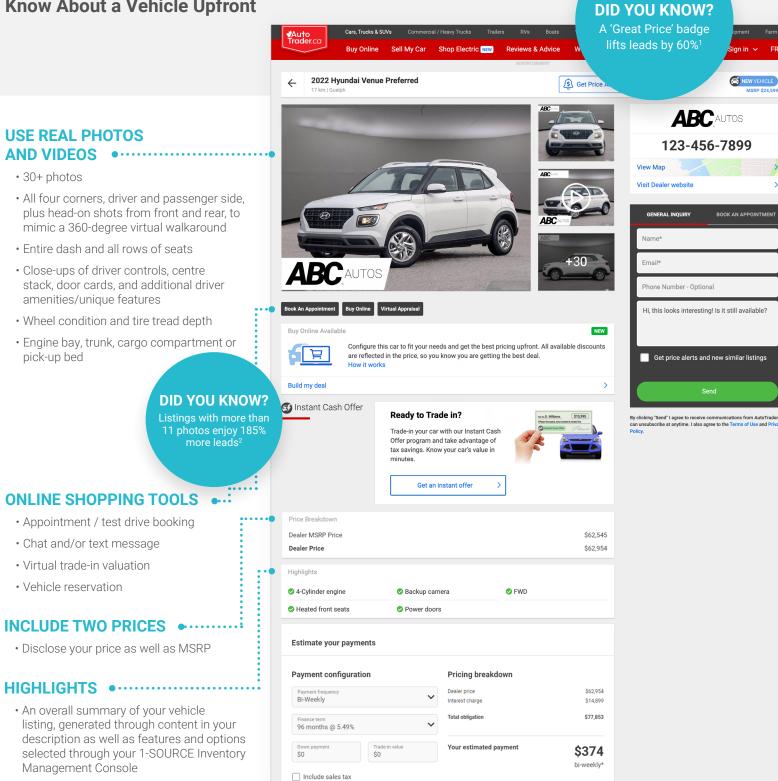
Management Console

• 30+ photos

pick-up bed

## **MERCHANDISING TIPS FOR NEW VEHICLES**

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



#### • BE DESCRIPTIVE Description

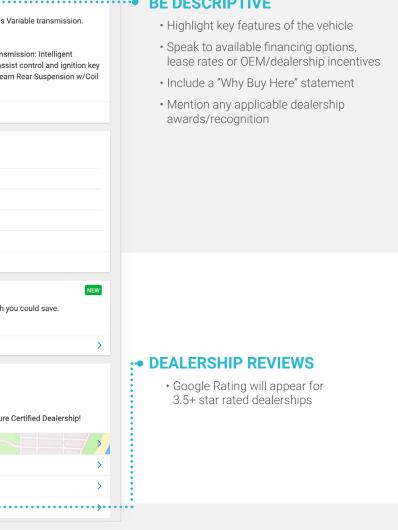
#### This Hyundai Venue has a trusty Regular Unleaded I-4 1.6 L/98 engine powering this Variable transmission.

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	
Get an insurance quote on a 2022 Hy Provided by TD Insurance Get a quote	yundai Venue online & see how much
Dealer Info ABC AUTOS • Over 600 plus used vehicles! • #1 in Cu	ustomer Service! • Signatur
View Map	
Visit Dealer website	
View all inventory	





• Preview your listing prior to

• 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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