



Kelley Blue Book® Instant Cash Offer at Chuck Anderson Ford



No dealer could have prepared for the sudden halt in vehicle sales and market challenges that came in the spring of 2020. While many dealers struggled to keep up their stock, Nick Anderson at Chuck Anderson Ford realized he needed to explore new ways to acquire vehicles.

When Nick's Cox Automotive representative introduced the dealership to Kelley Blue Book Instant Cash Offer, Nick saw the opportunity to adopt a unique acquisition strategy that would increase their inventory—and their profits.

Lowering Their Cost to Market



A smart, strategic dealer, Nick recognized the potential savings in acquiring vehicles directly from consumers. He noted, ***“The trick falls into acquiring the vehicles to where you can sell them and you make money. You make money when you buy a car, not when you sell it.”***

Kelley Blue Book® Instant Cash Offer provided their dealership with a trusted, transparent process while connecting them with transaction-ready shoppers. With the help of this tool, the dealership could acquire cars without traditional sourcing and transportation fees eating into their margins.

“ I have [a] very healthy profit in basically every vehicle I have, and the vast majority of vehicles I currently have in stock are from Kelley Blue Book Instant Cash Offer. ”

- Nick Anderson, General Manager, Chuck Anderson Ford



Easing Price Negotiations



Having a transparent trade-in process with a value backed by Kelley Blue Book also took the friction out of the pricing conversation.

Realizing the benefits of partnering with the #1 most trusted third-party automotive brand¹, Nick said, ***“The customer [who comes] in with a Kelley Blue Book Instant Cash Offer already has a good idea what their offer could be, and they’re not coming in to argue. They don’t come in with the perception that we are going to take advantage of them, so there’s more transparency with the customer.”***

Given customers’ confidence in the Instant Cash Offer, a smoother pricing conversation enabled the dealership to win more vehicles that helped fuel profitable sales..

Increasing Inventory Volumes



This ability to win more vehicles helped Nick and his team keep up with high demand despite low inventory across the country. Kelley Blue Book Instant Cash Offer empowered them to find cars that would sell quickly in their market.

Nick attributes his dealership’s continued used car success to the tool, saying, ***“our grosses are actually up. I can honestly say that if it wasn’t for Kelley Blue Book Instant Cash Offer, I would’ve been out of used cars in May and probably out of business.”***

With Kelley Blue Book Instant Cash Offer, this dealership saw immediate results. Needing to evolve in an ever-changing market, Chuck Anderson Ford was able to use this tool to acquire the right cars at the right price to be profitable.

35%
of Instant Cash Offers
Turn Into
New Car Sales

13%
Increase in
Overall Gross

6-8x
More Vehicles Acquired
Than With
Traditional Sourcing



Instant Cash Offer

¹Cox Automotive Consumer Brand Tracker Study, Q4 2020.

To see how you could get similar results at your dealership,
visit b2b.kbb.com/FordSuccessStory.