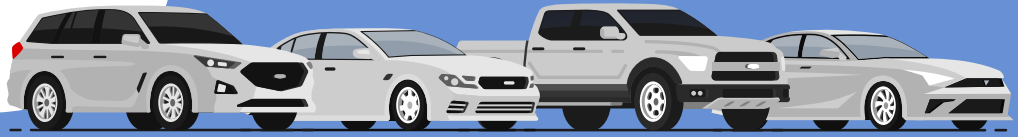




## GET THE INVENTORY YOU NEED WITH

# 5

## BEST PRACTICES FOR ACQUIRING USED-CAR INVENTORY



With tight supply and high prices, use these best practices to save time and money capturing all the inventory opportunities you can.

# 1

### Buy directly from consumers to save traditional acquisition costs

Unlike traditional sourcing, acquiring inventory directly from consumers means you don't lose gross to auction and transportation fees, risk bringing on a slow mover or give up valuable time and resources at auctions.

### Deliver a trusted trade-in value with a transparent appraisal process

Any rep in your dealership (appraisal expert or not), can provide a transparent and trusted vehicle valuation experience, giving your customers the confidence to move forward with the deal.

# 2

# 3

### Make the most of every opportunity with actionable insights

Take a targeted approach to your leads with Kelley Blue Book® Instant Cash Offer. Provide a personalized shopping experience with actionable insights that pinpoint shoppers' purchasing timeline and vehicle preferences.

### Source from your service lanes

Provide an Instant Cash Offer with every service order. This strategy not only improves customer retention, but also allows you to buy cars serviced by your technicians. Knowing the car's service history means you can better estimate reconditioning costs.

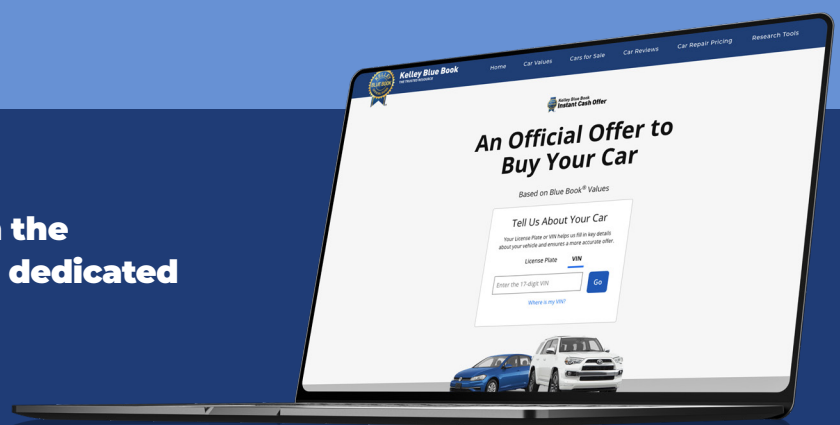
# 4

# 5

### Don't wait for cars to come to you

Connect with transaction-ready customers on KBB.com and Autotrader who are looking to sell their vehicle and drive away in one of yours.

**Maximize your success with the guidance and expertise of a dedicated performance manager.**



**LET US HELP YOU IMPLEMENT THESE BEST PRACTICES.**

**GET STARTED**