



HELPING YOU OVERCOME INVENTORY SHORTAGES



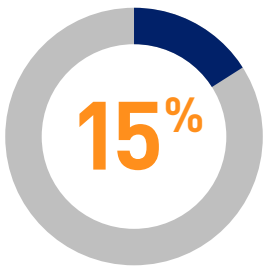
As the inventory shortage continues with no signs of slowing down, it's understandable if vehicle acquisition and achieving your sales goals are keeping you up at night. You've had time to adapt and adjust how your dealership handles today's low inventory issues, **but there are always new tactics** that you can add to your overarching strategy.

We've rounded up our newest and best tips to help you optimize your vehicle acquisition game and **find new car sales opportunities** to ensure you're not missing out on opportunities to keep your lot stocked while **hitting your numbers**.

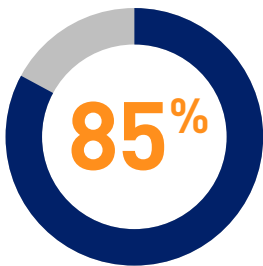
IN Q1 THERE WERE 75,000 LESS CARS IN THE US AUTO MARKET.¹

DEALERS ARE FACING INVENTORY CHALLENGES LIKE NEVER BEFORE.

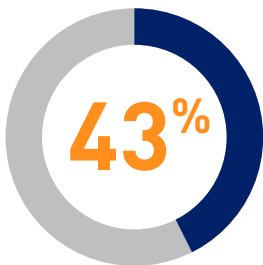
SHOPPER INSIGHTS



Despite these conditions, only 15% of shoppers are considering **delaying a purchase**.²



Vehicle demand is still there, and 85% of the market is still **ready-to-buy**. Given the inventory constraints, customers know they might not be able to get exactly what they are shopping for.²



In fact, 43% of shoppers said they would purchase an entirely different vehicle — which means **you have more influence** over their purchase.²

Source: 1. Q2 Cox Automotive Study. Source: 2. 2021 Car Buyer Journey Study.

ARE YOU USING YOUR SERVICE DRIVE TO ACQUIRE INVENTORY?

For most dealerships with service bays, **fixed ops make up more than 50% of your overall profits.¹ That's a big number!** Yet only about **10%** of your marketing investment and **20%** of your focus for growth is centered on your service department.

Keep in mind that **74% of consumers** are likely to purchase their next vehicle from the same dealer that they return to for service.² Because of the global chip shortage's effect on new and used car inventory and prices, the time for fixed ops to shine is now.

This part of your business has a ton of growth opportunity.

It's a stable, long-term revenue stream for your business and an excellent resource for vehicle acquisition.

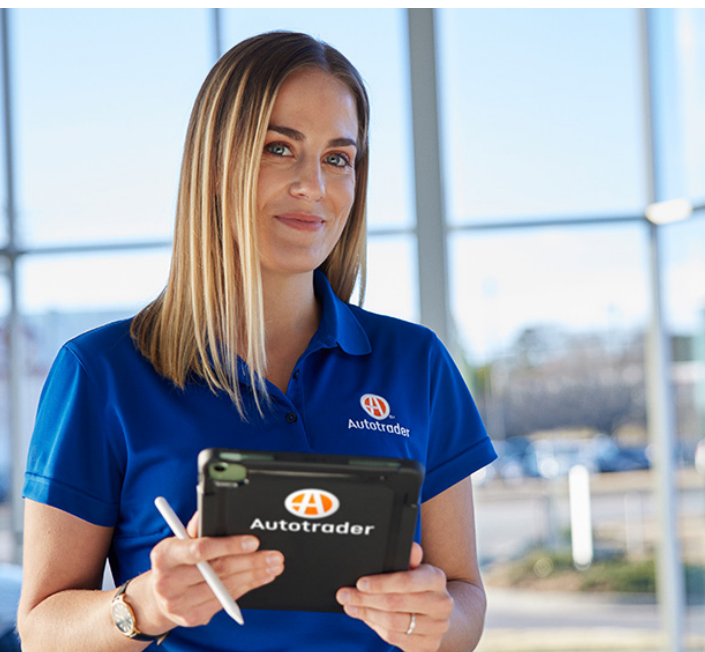
Source: 1. NADA January 2021 Average Dealer Profile. Source: 2. 2021 Cox Automotive Study.

CHECK OFF THE STRATEGIES BELOW YOU ARE ALREADY USING:

- Offer **pickup and delivery**
- Ability to **schedule** service appointments **online**
- Ability to **schedule** service appointments with an **app**
- Train** your service writers and frontline service staff to handle new car questions or **protocol** for involving your new car sales department
- Have a firm grasp of the impact **parts items** (like tires) can have on keeping **lifetime clients** coming back to your dealership and offer them
- Have an exact dollar number of the **value** a lifetime client is worth to you
- Offer **mobile on-site** services to your customers
- Out-source** certain services when your staff count is low but demand is high
- Ensure your service hours **match** or **extend** past your competitors
- Ensure your service department takes a **multi-prong approach** when a customer is facing a costly repair in determining what the client's best route is (**repair vs. time to buy**)

ADDITIONALLY, WE ALL KNOW THAT CUSTOMERS VALUE TRANSPARENCY AND ACCURACY AS WELL AS THEIR TIME.

When you have an opportunity to deliver on those **three things**, and do it consistently, you will not only retain your lifetime clients, but you'll most likely gain a few customers from your competitors as well.



CHECK OFF THE STRATEGIES BELOW YOU ARE ALREADY USING:

- Display current **pricing for service repairs** on your website or third-party site
- Use a **third-party site** to advertise your service offerings and openings
- Communicate all **warranty recalls** to your clients to prompt a visit
- Train** your service writers and frontline service staff to handle questions or **protocol** for involving your sales department (i.e., trade-ins AND new car sales)
- Consistently **update** your service repair offerings, pricing, and availability to **match** what you can accurately deliver

THE DEAL DOERS SOLUTION

Capture more service customers and vehicle acquisition opportunities with Service Advisor

KBB.com's Service Advisor connects service shoppers with dealership service centers they can trust. As a [Service Advisor](#), your dealership can increase fixed operations revenue, keep service bays full and increase their acquisition opportunities with simple, cost-effective 24/7 service marketing.

[Xtime](#) is also helping dealers profit in the face of change and elevate customer satisfaction across the entire service experience. It offers the convenience of scheduling and communications with all of your customers.



ARE YOU PROMOTING REAL CASH OFFERS ON YOUR WEBSITE?

To be successful **(and profitable!)** with your vehicle acquisition efforts, you have to provide the right experience on your website. This will help build trust and confidence with the vehicle owners you're targeting.

Providing your website visitors with an estimated value range of what their vehicle might be worth has been the standard dealer experience for years. But improvements in technology and access to vast amounts of available market data means **you can give more than an estimate — now you can give consumers a real cash offer for their vehicle.**

You can't control inventory shortages, but you can combat them with the right tools that expand your available inventory beyond your lot.

CHECK OFF THE STRATEGIES BELOW YOU ARE ALREADY USING:

- Have a **tool** online that gives a real **cash offer** for a customer's vehicle
- Provide **educational videos** or content that shows the **advantages** of trading in, selling, or purchasing their next car with you
- Provide educational videos or content that show the step-by-step **instant cash offer** process
- Make it **easy and seamless** for a customer to get an offer, bring the vehicle to you or pick up their vehicle, and get paid in a quick and timely manner
- Train your staff** to handle questions or protocol for handling instant cash offers, especially questions they might have online about the process
- Have an instant **text or chat feature** to make sure to capture the customer in your funnel and make sure to help them cross the finish line in the process
- Leverage **third-party listings** sites to capture even more vehicle owners interested in trading in or selling their vehicle



THE DEAL DOERS SOLUTION

Add [Kelley Blue Book® Instant Cash Offer](#) to your vehicle acquisition strategy.

Kelley Blue Book® Instant Cash Offer is an online inventory and trade-in offer solution that allows your dealership to acquire the inventory you need directly from transaction-ready consumers, lowering your acquisition costs and improving your bottom line.



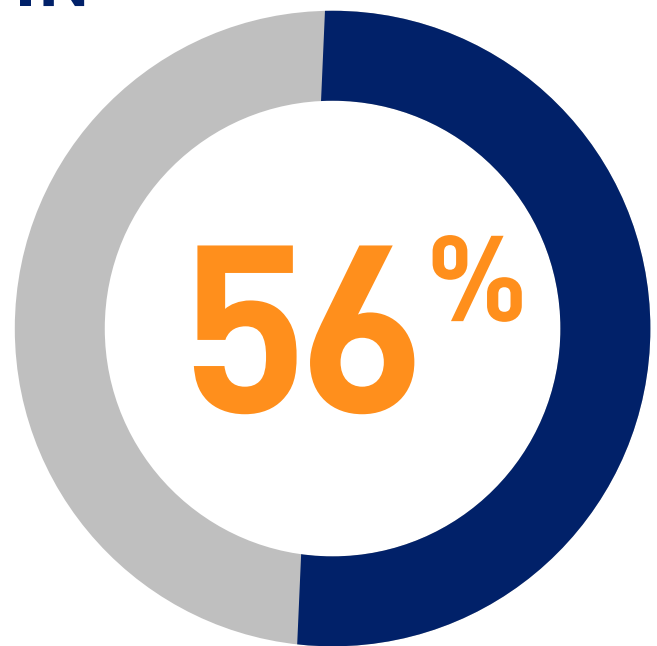


ARE YOU **POWERING UP** YOUR PRE-ORDER ADVERTISING?

Like many other advancements that became popular amongst consumers as the result of the pandemic — such as curbside pickup and at-home delivery — placing a pre-order for your next vehicle at your local dealership is the newest trend among car shoppers.



56% OF CAR SHOPPERS ARE INTERESTED IN PRE-ORDERING THEIR NEXT VEHICLE THROUGH AUTOTRADER AND KBB.COM¹



Source: 1. 2021 Cox Automotive Study



There's a new market of "pre-order intent shoppers" that's up for grabs and it's important you are doing the right things to capture them.

While you may not be able to control inventory shortages, you can overcome them with the right tools that expand your available inventory beyond your lot. This will provide you with more leads, more available inventory to sell, and more new-car sales.



CHECK OFF THE STRATEGIES BELOW YOU ARE ALREADY USING:

- Provide educational videos or content that show the **process and/or step by step** of pre-ordering a vehicle through your dealership
- Offer the customer an **elevated** brand experience or **take-away** so they are more likely to pre-order or be patient during the ordering process
- Market your brand experiences to customers based on their **specific preferences** instead of just marketing the car
- Train your staff on the **advantages of pre-ordering** so they can effectively convey the benefits to potential customers
- Actively engage your **lease customers** six months in advance to ensure a vehicle is available to them during the turn-in timeframe
- Make it **easy and seamless** for a customer to pre-order a vehicle on your website and third-party listings
- Have a strategy to give **accurate updates** to customers regularly during the pre-order process and through delivery
- Develop protocol and **staff training** for handling questions, especially about pre-orders
- Have an **instant text or chat feature** to capture customers in your funnel and help them cross the finish line in the new-car order process
- Have **financing offers** available online
- Have **trade-in offers** available online and a smooth process in place



THE DEAL DOERS SOLUTION

Defy Inventory Shortages with [New Car Custom Order](#)

New Car Custom Order connects franchise dealers with Autotrader and KBB.com shoppers interested in pre-ordering their next vehicle from a dealership in their area. Leveraging a pre-order lead tool on Autotrader and KBB.com **can help you capture more leads, give you more available inventory to meet consumer demand, and ultimately help you sell more new cars.**



WE'RE YOUR PARTNER IN SUCCESS

Autotrader 



Kelley Blue Book

Ready to empower your sales, retain more customers and increase your business?

If so, connect with one of our Autotrader team members **TODAY** so that you can continue to drive your dealership **forward** by clicking [HERE](#).