



## Control, Convenience, Success

*Cars.com's Vehicle Acquisition Solutions at Work for Atlanta Auto Brokers*

After nearly two decades of working at Atlanta Auto Brokers in Marietta, Ga., Jeremiah Mowry has seen firsthand many of the methods the dealership has used to acquire vehicles. But Mowry, the store's general manager and senior director of operations, said he's never used a tool quite like Quick Offer, a feature of the Vehicle Acquisition Solution from Cars.com. According to Mowry, "Nobody has a program to acquire cars like this."

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Quick Offer offers a way for dealers to acquire used vehicles without leaving their lot. Consumers upload photos and information about the car they're trying to sell, using the desktop tool or Quick Offer mobile app; dealers then receive a notification that a car is available to purchase locally. Dealers place a bid they want to offer, rather than

one dictated by a third party, and then should immediately follow up after placing a bid to see if their offer has been accepted. If it has, sellers drive the car to the dealership, go through an inspection and walk away with a check in hand.

### PUTTING THE DEALER IN CONTROL

Unlike competitive offerings, Quick Offer doesn't dictate a price for an automobile a dealership wants to acquire. Instead, it allows dealers to take the wheel, trusting them to be the experts on putting a number on a particular car.

In fact, Mowry cited his being able to drive the acquisition process as a major reason why he values this solution. "I have control," he said. "Control when it comes to being able to read an accurate condition report, view accurate photos, the VIN number, the mileage – and, most importantly, control the bid – I don't see that with anything else. The control aspect is huge."

### MAKING ACQUISITION EASIER

Being able to use Quick Offer on mobile or desktop from the dealership not only keeps Mowry and his team where the customers are; it also mitigates the need to travel as frequently to pick up new inventory. And that could mean some acquisition costs are reduced.

"The gross is significant," Mowry said. "There's less of an expense when you acquire vehicles using Quick Offer, versus leaving the dealership to do it. We're saving \$700 on the average car."

Using Quick Offer means that inventory comes straight to Mowry's lot – after he and his team have already had a chance to express interest. Car owners who are eager to sell bring their vehicles straight to the dealership; and, thanks to the rigorous consumer checkpoints within the Quick Offer desktop tool and mobile app, the dealer already has a good idea of the condition of the car before it ever shows up.





# CASE STUDY

Mowry mentioned he was even able to bid on cars while at a conference across the country, thousands of miles away from his dealership. "I was pretty amazed it was that convenient," he said.

## THE IMPORTANCE OF PROCESS

Having a solid intake protocol in place has proven to be a key winning point for Mowry and his team. "We already have the process set up of how the lead comes through," he said. But training on that process was critical to the dealership's success, too – and it wasn't something that required significant time away from customers. "We're not talking about a two-hour training," he said. "It's a 10-minute conversation."

By putting the necessary steps in place to view consumers' submitted vehicles, bid on them and conduct the necessary follow up, Mowry has poised his team to easily and quickly add cars to their inventory – without having to leave the lot.

## PUTTING IT ALL TOGETHER

When asked how he'd describe the product, Mowry said, "It's the new way" in vehicle acquisition. By opening access to new inventory while not requiring him to leave his dealership, Mowry's found Quick Offer to be an easy way to grow both his business and customer base.

## BUILT FOR SUCCESS

*Mowry praised Quick Offer's ease of use – no matter what kind of vehicles a dealership is looking to acquire. His formula for winning:*

***"This product is made for anybody who will buy a car from \$500 to \$50,000," he said. "Going into the Quick Offer tool, bidding fast, getting the customer's information, getting them into your dealership, being clear and transparent with them and basically outdoing the competition – that's how you succeed."***

### About Atlanta Auto Brokers

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### About the Cars.com Preferred Vehicle Acquisition Solution featuring Quick Offer

The Cars.com Preferred Vehicle Acquisition Solution features Quick Offer, which gives dealers control to conveniently build their inventories and acquisition programs anytime, anywhere. It also allows dealers to unlock access to a new audience of consumers – Cars.com sellers. Learn more at [dealers.cars.com](http://dealers.cars.com).