



## Avoiding the Auction – But Still Adding Inventory

PREFERRED VEHICLE ACQUISITION FEATURING QUICK OFFER AT AXELROD BUICK GMC

***“I’m not an auction buyer. I’m not a fan of the auction because it takes me out of the store. I honestly haven’t been to the auction in five years to buy cars.”***

That’s Jayme Yates from Axelrod Buick GMC. But as the dealership’s Used Car Manager, he’s clearly responsible for bringing inventory into his store. And he said he’s experienced incredible success in doing so with the Preferred Vehicle Acquisition Solution featuring Quick Offer from Cars.com.

The Quick Offer feature lets dealers acquire used vehicles without leaving their lot. Consumers upload photos and information about the car they’re trying to sell; dealers then receive a notification that a new car is available to purchase locally. Dealers place a bid they want to offer, rather than one dictated by a third party, and then 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.

**“***We’ve had leads pouring in. I’m getting leads, I’m getting opportunities to virtually bid against three other dealers and when it comes down to locality, paying the customer cash on the spot and the speed of the response, bar none, **we dominate.*****”**

“There’s always a shortage of good used cars out there,” said Yates. “This product gives me an extra opportunity to stay at my desk and have the customer come into the dealership. Right now I’m adding between 12 and 15 units a month thanks to this product – that’s 15% of my inventory. And gross profit on those cars is much higher than a car that I buy at an auction.”



### DRIVING SUCCESS

“The hardest job for me is to acquire inventory,” Yates said. “I can sell everything we have as long as we own it right. At my store we’re selling 100 used cars to 75 new cars, making it difficult to acquire inventory via trades. This process helps me stay at my desk, stay out of the auction and acquire great used cars that we’re selling at a 90% retail rate.”

Yates said he can attribute some of his success to the fact that he bids on every car a seller submits through the Quick Offer tool. “I bid on every car, no matter what, to keep the integrity and the transparency. A ’99 Neon with 200,000 miles or a 2015 Ferrari.” That helps to expose the dealership to the maximum amount of sellers who are looking to get rid of their vehicle.

He also makes sure that multiple departments and individuals are involved to help make Quick Offer part of Axelrod’s acquisition protocol. “Everyone at the store is involved in the process,” he said. The BDC and sales teams alike have been integral to driving success, and participate in various stages of appraisal, bidding and purchase. I pay them separately, equivalent to an auction fee, giving them additional incentive to work these customers.

And, thanks to Quick Offer, the team is growing: According to Yates, “My leads have doubled over the last few months. As the program grows, we’re looking to hire a BD agent just to handle this product.”



# CASE STUDY

## CONVENIENCE ON THE SELLER SIDE

Customers who come into Axelrod to sell a car find the process easy from their end, too. "Nobody likes going to car dealerships," Yates explained. "As long as you have a transparent process and your staff knows how to handle it, then the customer loves it. It's easy."

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He added that Quick Offer convenience for sellers extends to their decision-making process when they're choosing a dealership, and sometimes location can be more important than getting top dollar for their car. "Even if a dealer 10 minutes down the street had a higher bid, that seller's going to stop at my store," he said. "They're going to at least show me the car because of convenience."

## PUTTING IT ALL TOGETHER

Yates said Quick Offer is the most effective acquisition product he's used, particularly in terms of the motivated sellers it drives to Axelrod. "We're getting a lot of leads from a competitor product, but they're not ready to sell," he said. "They just want a value for their vehicle. But [Quick Offer users] are ready to sell. This has been the best way for us to acquire inventory."

He also appreciates being able to be in control of the offer he extends. "Other products force me to use their price based on how the customer described [their vehicle]," he said. "Your product allows me to put my own bid in based on the value that I assess."

Finally, when asked what he'd like to improve about the product, Yates gave one last endorsement as a satisfied customer. "I wouldn't change anything about it."

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### About Axelrod Buick GMC

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Barry Axelrod, Owner  
Jayme Yates, Used Car Manager

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

The Cars.com Preferred Vehicle Acquisition Solution featuring Quick Offer makes the vehicle acquisition process easier for dealers than ever before. It unlocks access to a new audience of consumers – car sellers – and offers both control and convenience to dealers looking to grow their inventories and acquisition programs. Learn more at [dealers.cars.com](http://dealers.cars.com).

## JAYME YATES' TIPS FOR SUCCESS

*Before bidding, "Take a good look at the pictures. Take a good look at the condition report." And, watch for differences when the seller brings the vehicle in.*

*Have a solid bidding process in place, and "Be consistent with your bids as well as fair. If you're consistent and fair, you'll have a good opportunity to connect with sellers."*

### **Bid on everything.**

*"My goal is to bid on 100% of the cars that come in."*

