



Making Acquisition Easier

SUCCESS WITH QUICK OFFER AT MORRIE'S MINNETONKA MAZDA

Chris Morris doesn't have a lot of free time on his hands. He's the general manager of Morrie's Minnetonka Mazda, one of 11 Morrie's locations in the Twin Cities, Minnesota area. And, he's involved with used-car inventory at multiple stores in the Morrie's family, so he's always looking for ways to make the vehicle acquisition and sales processes more efficient across the board.

Morris knows the value of streamlined processes when it comes to selling, but also acquiring, inventory. His dealership has seen improved acquisition volume, customer service and overall efficiencies since signing up to use the Preferred Vehicle Acquisition Solution featuring Quick Offer from Cars.com.

The Quick Offer feature allows consumers to quickly and easily submit details about a vehicle they want to sell to local dealers, using either the Cars.com desktop site or mobile app. Dealers who subscribe to the product then receive notifications that they can bid on newly uploaded cars; those dealers place a bid that they set, rather than one that's dictated by a third party; and the most successful dealers immediately follow up after placing their bid to see if their offer was accepted.

"It allows us to put a number on the car that's better for our store and that I'm more comfortable with," said Morris. "Not just one that's generated from a computer."

Both sellers and buyers can take care of a lot of the heavy lifting before the consumer even sets foot into a dealership. And, according to Morris, Quick Offer means that consumers are more engaged with the process.

"Customers find [Quick Offer] a more user-friendly tool; being able to submit photos and other vital information gets them more invested than just punching in a VIN and miles," said Morris. "It's like an entry fee for the customer. If they've got a little

WINNING WITH QUICK OFFER: ONE SELLER'S STORY

Morris shared an anecdote about one satisfied seller who had experienced difficulty trying to sell at other dealerships. "One customer told me he had been to a few dealers, but they seemed busy or like they didn't want to give him time when they found out he didn't want to buy," he said. "With Quick Offer, he uploaded photos and an accurate description of his car; 30 minutes later he was out of our door with a check in the amount we quoted him."





CASE STUDY

“ *The Quick Offer tool has given us the opportunity to appraise, evaluate and communicate with more customers. That in itself is a win.* **”**

skin in the game, they're more likely to use it.”

GROWING INVENTORY... ANYTIME, ANYWHERE

Quick Offer also keeps the dealership's dedicated used car manager where he needs to be – on the lot. “Acquisition is probably one of the hardest jobs at the dealership,” said Morris. “If the used car manager has an appointment to buy a car, the customer is going to get better treatment than just coming in and being greeted by a sales person who's trying to talk to someone looking to buy a car.”

Training the entire team on the product has also proven to be critical to their success. Having the product fully integrated across the dealership's used car department means there are never any gaps when one person is unable to immediately respond to a bid.

“We have three appraisers,” said Morris. “If the main appraiser is off when bids come in, or after specific hours, the other two will handle them.”

THE LONGER YOU USE IT, THE BETTER IT GETS

According to Morris, “The quality of cars that are coming across is getting better and better. When we first started I was a little concerned because the cars were older and had higher mileage. But now, I'm

starting to see the newer models – that's the really great part. And I don't mind reviewing the others if I'm going to get these, too.”

He continued, “Dealers are dying for acquisition. More and more it's getting harder to be a great new car dealer – so people are realizing that they have to sell used cars as well. It's becoming more difficult to acquire those used cars.” But, he added, it's easier with Quick Offer.

PUTTING IT ALL TOGETHER

Being as busy as Morris is means that the more he can streamline his acquisition processes, the better, and he's thankful for the convenience that the Quick Offer tool offers him. “No one thing is going to completely fill up your used car lot,” he said. “But the more options you have, the better off you're going to be.”

“ *This cuts down dramatically on how long a transaction takes. Customers have appreciated the experience, hopefully providing us with people who would consider us as a place to make a purchase in the future.* **”**

And, it keeps the dealership engaged with a larger customer base they might not have reached otherwise. “It's another resource we can use to reach out to potential future clients,” he added. “Even if we're just buying a car from someone, we're going to resell it to another buyer. That's a win either way.”

About Morrie's Minnetonka Mazda

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

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.