



**Kelley Blue Book  
Buying Center**

# Become a Buying Center to increase your inventory wins.



Acquiring used cars for your dealership doesn't have to be tough. With the right tools, you can take advantage of every acquisition opportunity to fill your lot with high-quality vehicles.

## Become a Kelley Blue Book® Instant Cash Offer Buying Center to gain:



### Competitive Advantage

Buy where fewer dealers are bidding for a lower Cost to Market.



### Sales Efficiency

Manage offer price and objections, and control the trade narrative.



### Wholesale Opportunities

Enhance your opportunities for specific makes and models.

### Tackle operational issues and improve customer engagement.



- ✓ Present competitive valuations for all your vehicles.
- ✓ Convert online interest into dealership visits by incentivizing showroom appointments.
- ✓ Fine-tune lead management to match your inventory ambitions with a Run List.
- ✓ Equip staff with skills to navigate customer objections, turning opportunities into conversions.
- ✓ Detail vehicles under \$5k and run them at wholesale auctions for lucrative returns.
- ✓ Integrate with Upside™ to ensure a profitable exit whether you retail or wholesale the car.

### Acquire from customers directly in your service lane.



- ✓ Use interactive QR codes on marketing materials.
- ✓ Encourage potential trade-ins and sales during service appointments.
- ✓ Attract customers with a "We Buy Cars" campaign supported by SEM/SEO and a custom-built website.
- ✓ Build a retail cash car strategy and promote "as-is" sales via eBlasts.



**Attract more potential sellers in your showroom, in your service lane and online. Scan to see how.**