

# Making remarketing more efficient at scale

**B**CA plans to leverage its scale to drive further improvements in its supply chain and make the remarketing process more efficient and profitable for car dealers.

In April, the remarketing and logistics specialist surpassed the sale of one million cars over a 12-month period for the first time in its history at a BMW/Mini sales event at its 20-acre Perry Barr auction site.

The one-millionth vehicle sold was a Mini John Cooper Works at a sale that realised a 100% conversion rate and £11 million in sale proceeds.

Just two months later, the business announced a five-year Auto Services Solutions contract with BMW UK, including its specialist leasing business, Alphabet.

BCA will provide joined-up solutions from defleet, refurbishment, inspection and collection, inventory management and remarketing in both physical and digital forms for BMW.

Craig Purvey, BCA's chief commercial

officer, said the agreement was a perfect demonstration of how the breadth of the business's supply chain capabilities can meet the most stringent demands of both retailers and manufacturers.

"In the past 12 to 18 months, there has been considerable ongoing investment in our physical facilities, our digital offering – through the introduction of the mobile buyer app and BCA Dealer Pro appraisal tool – and our logistics offering," he said.

"All these things ensure that we stand out in the marketplace as the one business that can leverage scale to meet the demands of the market and our customers and continue to drive growth while delivering a quality service."

Growth has been a hallmark of the BCA story in recent years, with increased capacity at BCA's remarketing sites central to its performance.

The Perry Barr auction facility was opened in January 2017 and has three auction lanes plus a state-of-the-art digital auction

suite, undercover viewing for 450 vehicles, customer parking for more than 400, a restaurant, barista kiosk and business suites.

The on-site BCA Auction Services facility also offers valeting and Smart Prepared services, post-valet appraisal, a digital imaging bay and the BCA Assured service, which is delivered by the AA.

Developments are currently under way to enhance BCA's remarketing facilities across the network of 24 UK-wide centres in line with the needs of the operation.

Work was completed at BCA Bedford a year ago that included a new two-storey building with a staff training facility, office space, marketing suites, staff rooms and meeting rooms.

A newly expanded Manchester auction site opened in September 2017 – featuring five auction halls and a new centralised operational headquarters for the BCA Logistics business – and work is now under way to transform BCA Nottingham.

Purvey said: "Nottingham will be live in



October and will feature a dual-lane set up like Perry Barr, with no dividing physical wall, so bidders can view and bid on cars in both lanes at the same time. That's something we're very excited about."

Facilitating the placement of an increased number of cars in front of retailers at physical auctions is one development of BCA's auction house updates, but the business is also working on its digital systems to make the buying and selling process more efficient.

Its mobile buyer app allows traders to track vehicles through an auction and gain a full appraisal insight, along with alerts to ensure they don't miss its arrival on the sales hall floor.

Purvey said the app will deliver added value to auction attendees and drives buying power both physically in-lane and online via the BCA Live Online auction platform, which accounts for 30% of auction sales.

He added: "We're very much committed to improving and upgrading our remarketing facilities as the large majority of our professional buyers prefer to buy in the physical environment. Live Online generates additional buying power, giving buyers more choice to acquire stock profitably."

BCA will continue to deliver digital solutions that benefit the retailers.

Recently upgraded through the introduction of a mobile app, the cloud-based, iPad-operated BCA Dealer Pro

**We stand out as the one business that can leverage scale to meet the demands of the market**

**Craig Purvey, BCA**

system – adopted by many of the UK's leading dealer groups – delivers a vehicle appraisal tool that values and then allocates incoming part-exchange vehicles to remarket or retail, sharing the details throughout a dealership operation.

Non-retail stock can be sent to be remarketed by BCA with a click of a button.

Purvey said Dealer Pro was at the heart of a number of developments that have helped drive efficiency for car retailers, speeding up the valuation, preparation, remarketing and logistics processes to help realise greater profit.

"We are not dealing in an appreciating asset here," he said. "The faster we can process cars and the better condition we can deliver them to retailers' forecourts, the better

that is for the business and its margins."

At 20 specialist de-fleet centres across the UK, BCA has introduced new RFID (radio frequency identification) technology to speed up vehicle processing. A stock check of 20,000 vehicles can now be completed at the push of a button.

Vehicles can be prepared to retail-ready standards with video and imagery captured using AutosOnShow technology, contributing to a package of vehicle data which is made available for use on dealership stock locators and retail websites. This approach radically shortens the time between defleet, retailer forecourt and retail sale.

At auction sites, BCA's relationship with the AA delivers reassurance through stock checks carried out as part of its BCA Assured programme, with any minor faults remedied on-site and others flagged up for peace of mind on the auction hall floor.

Purvey said BCA uses more than 800 transporters and 2,200 "plated drivers" to transport vehicles around the UK.

A desire to offer the broadest choice of vehicles in ever greater volumes while retaining key contracts and auction customers through quality service lie at the heart of Purvey's goals for the business.

He said: "From the smallest independent to the largest dealer group, we have a responsibility to deliver the best possible service and that's what we'll continue to do."



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