



AM readers recommend their top suppliers

The greatest form of marketing is via word-of-mouth referrals, and recommendations are priceless.

A business may have excellent products, but referrals and recommendations are ultimately given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our readers to have their say about the companies they believe offer the best service.

We have gathered opinions via a research programme conducted among AM's audience.

The automotive business sectors highlighted this year are auctions and remarketing, warranty, service plans, finance, GAP insurance, classified/car listings and paint protection.

The auctions and remarketing sector saw BCA recommended by AM readers.

AM DEALER RECOMMENDED





Offering dealers more ways to buy and sell

New and expanded facilities, digital developments and its own funding arm show BCA's commitment to serving buyers and sellers

Physical or digital, BCA offers dealers choice

BCA is Europe's largest used vehicle marketplace, selling more than 1 million vehicles a year through physical and digital channels and delivering a range of specialist services including inventory and de-fleet management, logistics, buyer finance, dealer systems and remarketing partnerships.

For motor industry professionals, BCA offers the best in physical auction facilities and a range of digital platforms to acquire and remarket stock.

Online trading continues to grow in importance, with BCA reporting record traffic for the digital bidding platform, BCA Live Online, which allows remote buyers to compete with auction hall bidders in real time, bidding on and buying vehicles as they pass through the auction hall.

Stuart Pearson, managing director UK remarketing, said: "We aim to give our dealer customers the best access to stock and the widest choice of vehicles in the UK and that means meeting the needs of online buyers. Live Online supports physical auction activity and the growth of digital sales is helped by an ongoing expansion and investment in the infrastructure of BCA's physical auction network. It is supported by advances in our imaging and appraisal technology that provides buyers with a consistent description of a vehicle's condition."

Live Online customers also gain access to e-Auction, Bid Now, Buy Now sales and 'off-site' stock that is located at a vendor's facility, featuring vehicles that are exclusively offered online. With BCA's national logistics network, professional buyers can purchase stock 24/7 at BCA, confident in the knowledge that vehicles will be delivered to their retail premises quickly and efficiently.

BCA continues to invest in developing its 24-strong UK remarketing network and earlier this year opened the expanded Manchester centre following a 12-month development programme. At nearly



40 acres, the enhanced multi-purpose auction facilities offer five auction halls and undercover viewing for 1,000 vehicles. A large vehicle defleet and preparation facility, with self-contained digital imaging and video bays that utilise AutosOnShow technology, ensures the centre has increased ability to process vehicles of all types and prepare them to the highest standards.

"We set out to give our dealer customers the best access to stock and the widest choice of vehicles in the UK"

Stuart Pearson, BCA

The new facility has given BCA Manchester the capacity to expand the regular sales programme to allow LCV sales twice weekly (Monday and Wednesday) along with increased capacity for the car sales on Tuesday, Wednesday and Friday.

Meanwhile, BCA's 20-acre multimillion pound remarketing and logistics facility at Perry Barr celebrated its first anniversary in October with a massive sale on behalf of BMW Group. BCA Perry Barr has three auction lanes plus a state-of-the-art digital auction suite, undercover viewing for 450 vehicles and a full range of buyer services available in the customer concourse.

BCA has also expanded facilities in Bedford, including new valet, appraisal and vehicle imaging services, operating on a 10-acre site adjacent to the existing remarketing centre.

BCA launches part-exchange funding

BCA Partner Finance has launched a new service for part-exchange vehicles, providing dealers with additional working capital and helping to improve cashflow and profitability.

The service is delivered through BCA's Dealer Pro platform, which allows dealers to appraise a vehicle and be automatically provided with the BCA MarketPrice, a real-time view of the trade price, before applying for funding.

Malcolm Thompson, managing director of BCA Partner Finance, said: "With a single application, a dealer can appraise a vehicle, receive the BCA MarketPrice and secure funding for the vehicle, while the customer is still on site."

"This is a unique stock

management solution for the market. The Dealer Pro platform enables dealers to monitor stock levels, refresh valuations and decide which vehicles to remarket through BCA."

BCA Partner Finance continues to provide an additional source of stock funding for the purchase of vehicles at BCA auctions. The uncomplicated process of being able to fund 100% of the invoice price and arrange delivery immediately ensures dealers are able to optimise cashflow and stock turn, both key ingredients to successfully managing profitability.

BCA Partner Finance lets dealers get on with the business of sourcing and retailing used vehicles. Dealers value its simplicity and can use it to fund auction purchases, freeing up capital for other business projects.



Dealer Pro

With fewer customers stepping through dealership doors these days, it's important for dealers to be able to offer a quick and efficient valuation process on a part-exchange vehicle. It's also important that this does not add to the proliferation of systems a dealer is expected to use, but fits seamlessly with existing systems and processes.

BCA Dealer Pro is an easy-to-use, cloud-based car appraisal tool that allows for the part-exchange process to be managed quickly and easily. Using a simple guided process to appraise, image and then accurately value part-exchange vehicles, Dealer Pro captures all the information needed that allows deals to be done with confidence.

Dealers can maintain inventory at the touch of a screen, with the

freedom to see what is available across the entire dealer group in real time, as and when they are uploaded.

Once the car's information is entered into the system, BCA Dealer Pro can offer market values to the user, allowing them to relay accurate and dependable prices back to the customer. For non-retail stock, Dealer Pro has already captured all the information needed to start the remarketing process. The vehicle can then be sent directly to the BCA online catalogue straight from the device.

There are huge benefits from getting the appraisal of a vehicle right the first time. Choosing the right tools for the job helps to ensure a consistent approach that will drive sales, build customer confidence and help to close deals profitably.



Finance your forecourt

Partner Finance provides you with additional funding to improve your cash-flow, allowing you to buy the stock you need, when you need it. And we'll work in partnership with you every step of the way to help you keep your business on the move.

Also if we can assist with your part exchanges including; valuation, funding or disposal through a branded Partner Finance sale then we'd love to hear from you.

Visit bca.co.uk/forecourtfinance to see how we can help support your business.