

# Does digital really mean quicker turnaround and more profit?

Digital wholesale marketplace Dealer Auction is on a mission to create a digital platform that's smarter, easier and more profitable for everyone. We talk to its Sales and Marketing Director, Sarah Marley, about why the future of remarketing is digital.

**Q** Would you tell us a bit about Dealer Auction?

**A** We're proud to be the largest digital wholesale marketplace in the UK. Sellers have complete control over how they sell and can instantly advertise vehicles to more than 5,000 active trade buyers. Buyers have access to the stock they need 24/7, with up to 600 auctions ending daily and vehicles from a host of sources – including fleets, manufacturers, auction houses, independent and franchised dealers.

We passionately believe that data is a key driver of success, so we've implemented smart tools, such as instant stock alerts and the Auto Trader Retail Rating, to help both buyers and sellers support their instinct with insight. That's us in a nutshell!

**Q** How does Dealer Auction's digital platform differ from an online auction?

**A** First, you can list straight from your forecourt. No need to wait around for the vehicles to be collected and processed. In a matter of minutes your vehicles are being advertised to thousands of active trade buyers; you don't need to rely on the right buyer being in the 'virtual' auction hall and paying attention at that exact moment.

This gives you a better chance of a quick turnaround, getting cash back in the bank and making room for more profitable vehicles.

Another aspect that sets us apart from online auction providers – and indeed, other digital ones – is that we provide supply-and-demand data for a retailer's local market. Consumers are willing to pay more/less in different locations, so this insight gives dealers the confidence

to click 'bid', knowing they can shift the stock quickly and profitably. It really is a 'win, win situation' for buyers and sellers!

**Q** How is the remarketing process made more efficient and, therefore, more profitable by a digital approach?

**A** There's far more to the future of the wholesale sector than simply moving traditional auctions online. Digital is transforming how the whole remarketing ecosystem works – for sellers, they can use data to swiftly identify stock that isn't right for their area and sell it straight from their forecourt, for a profit.

Our buyers fees are significantly lower than traditional auctions, meaning there is more margin in it for everyone and buyers are willing to put more money on the metal. Not to mention the environmental benefit to fewer vehicle movements.

It takes on average 2.7 days to sell a

vehicle on our platform. This means dealers are potentially selling their wholesale vehicles before they would have been collected by a traditional auction centre.

**Q** Impressive – would you say 'speed to sale' is the key advantage of remarketing via Dealer Auction?

**A** Speed to sale is obviously crucial to making a profit, but that's only part of the picture. Profit comes from being able to advertise your vehicles to a wide pool of engaged trade buyers across the UK. We do the hard work in matching your stock to the right buyer – we've sent more than 10 million alerts so far this year.

**Q** It's been a remarkable year for used car retailers. How will Dealer Auction grow as a business and develop its offering to car retailers in the months and years to come?

**A** Our ambition is to revolutionise the way in which trade vehicle stock is bought and sold. We're on a mission to keep integrating new sources of stock for our dealers and developing the digital tools to help everyone buy and sell smarter.

We're going to keep evolving our platform. For example, we recently enabled all independent dealers to sell on the platform. It's had a great response, with 300-plus new independent sellers since August. It's really important to us to support the drive to a quicker sale, with low fees and the best possible margin. Especially with the current challenges.

**Q** Does digital really mean quicker turnaround and more profit?

**A** Yes! Remarketing is evolving, and at Dealer Auction, we're proud to be leading the change.

## COMPANY PROFILE

Dealer Auction is the UK's smartest and busiest automotive digital wholesale marketplace. We give buyers and sellers more choice, better insight and greater margin. Dealer Auction is an independent company, created in 2019 through a joint venture between Cox Automotive and Auto Trader.

**Visit:** [www.dealerauction.co.uk](http://www.dealerauction.co.uk)  
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SARAH MARLEY, SALES AND MARKETING DIRECTOR, DEALER AUCTION

