

# Dealer Auction – faster and more profitable trade sales

Dealer Auction is the smartest and busiest digital-only wholesale marketplace in the UK, enabling dealers to buy and sell stock 24/7.

With new vehicle supply chain constraints impacting the used market, it's more important than ever for dealers to buy and sell the right stock both quickly and efficiently.

As a joint venture, underpinned by Cox Automotive and Auto Trader, we're enabling just that. Together, we're creating a digital marketplace that's smarter, easier, and more profitable for everyone.

#### Profitable and fast trade sales

For sellers, the profit earned per vehicle is vital, which puts greater emphasis on the performance of their remarketing

**"With Dealer Auction, it takes an average of just 2.9 days to sell a vehicle"**

channels. As we know, depreciation, operational and maintenance costs rack up over time, meaning the longer a vehicle remains unsold, the less profit potential it has.

So, Dealer Auction is built with fast sales in mind. Marketplace Director Kieran Teeboon explains: "With Dealer Auction, it takes an average of just 2.9 days to sell a vehicle. This means dealers can get cash back faster, beat any losses caused by depreciation and

free up more space for retail vehicles that will earn an even greater margin. Not only that, vehicles also sell for 4% more on average through our platform than traditional remarketing routes.

"The way we do this is simple. Our platform actively connects the right stock to the right buyer, sending stock alerts when vehicles have been added that match their criteria and letting them know which vehicles are popular in their local area."

And it's not just within our core offering where our sellers are seeing the benefits. We're also supporting OEMs such as MG Motor UK via our closed network functionality that enables them to engage directly with their UK retailers.

"We are constantly looking for ways to strengthen and widen the support we give to our retailers, and Dealer Auction's closed network function enables us to really level up in this regard, maximising the vehicle lifetime revenue," says Geraint Isaac, Head of Fleet Sales at MG Motor UK.

"Now, retailers will enjoy instant visibility of available stock and the flexibility to browse and buy vehicles at a time that suits them. All without compromising the advantages of working directly with MG as part of the franchise network – a win-win."

**The vehicles dealers need, at anytime**  
For buyers, our instant alerts tailored to their stock policy, enables them to replenish their forecourts on demand with bid and buy now options available

**"Vehicles also sell for 4% more on average through our platform"**



**11,000 fresh vehicles listed each month**

**Save £250\* per vehicle in buyer fees**

**Sell quicker with same day auctions**

**Earn 4%\* more on average**

**Make more profit with Dealer Auction**

\* On average when compared with traditional remarketing routes

24/7. With up to 11,000 fresh vehicles added to the platform monthly, we're aggregating the largest number of stock sources – including fleets, manufacturers, independent and franchised dealers, all in one place.

Teeboon adds: "In addition to our alerts, we also integrate smart data insights into the platform. For example, Auto Trader's retail margin data means dealers can see what vehicles are likely to achieve the best profits, while their Retail Rating lets buyers know what vehicles are popular in their local area."

"With an auction closing every few minutes, Dealer Auction helps dealers stay agile and keep their forecourts full, all while taking advantage of our low buyer fees, saving an average of £250 per vehicle."

#### Always evolving

Our customers are always at the forefront as we continue to enhance the buying and selling experience on Dealer Auction. So, we couldn't be prouder to be voted by AM-Online readers as the Dealer Recommend Auction and Remarketing Supplier. Supporting dealers is in our DNA,

**"11,000 fresh vehicles added to the platform monthly"**

not only to enable them to make more profit faster, but to listen to their needs and develop a platform that makes a real difference to their dealership.

#### What our customers say

Phil Stevens, Vehicle Stock Manager at Bassett Group, says: "I've been a Dealer Auction customer for five years and it really is a digital solution with a human touch. I successfully sell 30-40 vehicles each month, making a great trade profit. And whenever I have to call the team, they are always on hand and happy to help. Couldn't recommend Dealer Auction highly enough!"

Lee Watson, Managing Director of LW Autosource Ltd says: "The Dealer Auction platform and team are brilliant! I have already had great success in both buying and selling vehicles on the platform. Being able to accept a bid while on a busy train is



such a great feature, especially when you're worried about the phone signal dropping out and missing a call. I have to applaud how honest vendors are, all the vehicles I have bought have been perfectly described. Huge thanks to all the team!"

In 2023, our dealers can expect an array of new features, functionality, and stock sources as we continue reducing days to sell and digitising the remarketing cycle further to make our customers more profit.



Find out how much more profit your dealership could make by using Dealer Auction with our free profit calculator. Visit [dealerauction.co.uk/profit-calculator](https://dealerauction.co.uk/profit-calculator)