



## 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 finance, GAP insurance, paint protection, service plans, warranty and auctions & remarketing.

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

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**AM DEALER RECOMMENDED** >>>>



# Serving the needs of buyers and sellers

BCA's technology-led products deliver choice for buyers and speed, efficiency and market-leading returns for sellers

## BCA – the complete service

From the dock to defleet and beyond, BCA touches over 3.5m vehicles a year, working with OEMs, fleet operators and dealers to provide the backbone of the UK's automotive supply chain.

As the UK and Europe's largest vehicle marketplace, BCA offers dealers a complete range of vehicle buying and selling services. No-one offers a greater selection and diversity of stock or more ways to source and buy, which is why BCA is the first choice for franchise dealers, independent dealers, light commercial vehicle dealers, car super-markets and used-vehicle traders.

The company's comprehensive remarketing programme offers nationwide coverage in the very best facilities – as well as full digital access via BCA Live Online and e-Auctions. The programme is supported with a range of complementary services including collection and delivery, valeting, SMART Repair, Bodyshop, BCA Video Appraisals and Autograde, while BCA Assured powered by the AA helps build buyer confidence.

BCA sets the pace for online sales offering a choice of routes to market with BCA Live Online, Bid Now, Buy Now, and e-Auction giving customers the opportunity to buy and sell 24/7, 365 days a year. BCA Auction View, a sophisticated search engine, brings sellers and buyers together in the digital space.

Our specialist dealer products include the cloud-based BCA Dealer Pro to manage, appraise and remarket part-exchanges and BCA Partner Finance, which is helping independent dealers to compete thanks to a flexible and customer-focused funding service for auction purchases.

From technical and logistics services for new vehicles, refurbishment, storage and logistics for the growing used sector and the core remarketing and auction operation, BCA offers the economies of scale and diversity of services to meet the needs of an impressive portfolio of customers.

## BCA Partner Finance

The innovative BCA Partner Finance Service helps independent car and van dealers secure incremental funding to allow them to expand their retail operations. BCA Partner Finance was the first finance product to launch that is specifically designed for the UK remarketing sector.

BCA Partner Finance funds the whole auction purchase, including fees and VAT where applicable and interest is charged at a competitive flat rate with both cars and vans funded using the scheme.

Notably the service is generating incremental value and volume into the remarketing sector as buyers joining the scheme typically increase their average purchase value by around 20% and purchase up to 40% more vehicles. BCA works closely with customers to ensure they are maximising the benefits of the scheme.

The key feedback from customers has been that BCA Partner Finance is both good value and easy to use with minimal administrative headaches, allowing dealers to get on with the profitable business of sourcing and retailing used vehicles.

Customers value the simplicity of the service, which is helping them to purchase additional stock from the huge choice available at BCA. Dealers can use BCA Partner Finance to fund any auction purchase, whether they are making a speculative buy, sourcing a vehicle to order or expanding the range and scope of their stock profile.

Importantly BCA Partner Finance is not linked to the retail sale, allowing smaller independent dealers to free up funds to grow their business how they see fit. BCA Partner Finance customers have used the financial freedom it delivers to expand their retail sites, uplift their stock profile or invest in IT development, for example.

BCA Partner Finance helps independent dealers buy from the UK's largest pool of used vehicles – any vehicle, any age, any mileage, any condition with 100% of the purchase funded plus any fees.



## BCA enhances nationwide network

Opened in October 2016, BCA Birmingham - Perry Barr is a state-of-the-art remarketing and defleet centre that sets new standards in design and service.

The newly opened purpose-built site at Perry Barr enables BCA to extend its physical and digital remarketing offering, delivering a range of de-fleet, inspection, preparation, refurbishment, appraisal post-valet and logistics services.

As always, BCA sets the standard for remarketing centre facilities and Perry Barr is no exception. The 20-acre centre is located between Junctions 6 and 7 of the M6, a superb centralised location offering exceptional access from all points.

Remarketing facilities include:

- Three auction lanes
- State-of-the-art digital auction suite - unique within BCA's UK network
- Undercover viewing for 450 vehicles
- Customer parking for over 400 vehicles
- Restaurant and Barista kiosk
- Business suite
- Full range of buyer services available from the customer concourse

Digital displays throughout the centre keep buyers informed of sales activity and the specialist digital suite stages online and e-Auctions.

BCA Birmingham - Perry Barr offers a full range of BCA's services, including de-fleet and storage, valeting and preparation bays, inspection and BCA Assured, appraisal post-valet and imaging suite, with full logistics capability, and is the 24th centre in BCA's UK network.

## BCA Dealer-Pro Profit from Part-Exchanges

BCA has developed a unique set of tools to help dealers maximise the benefits from the part-exchange process. BCA Dealer Pro is a cloud-based and iPad solution designed by BCA to help retailers control and manage vehicle appraisals, provide accurate valuations and manage part-exchange inventory and vehicle disposals – and as a result, sell more vehicles. Dealer Pro integrates with dealer systems to improve overall dealer efficiency, and enable all data captured to be used in any sales channel.

To maximise the profit from part-exchange vehicles it is critical to appraise them consistently and accurately, ensuring the selling customer feels confident both in the process and the valuation.

BCA Dealer Pro allows retailers to be transparent with customers as they capture the condition of the incoming part-exchange car via an iPad, with auto grading to NAMA standard and real-time BCA Market Price valuation data. It also integrates with other dealer systems, such as lead management and provenance systems, to improve overall dealer efficiency, and enables all data captured to be used in any sales channel.

Dealer Pro also improves the customer's experience, increasing confidence with a professional appraisal process that they can see and understand, and giving credibility to the part-exchange value they are quoted.

BCA Dealer Pro brings clarity and transparency to the part-exchange process, through an elegant and sophisticated technology-based solution. It is a unique package of tools for dealers within the remarketing sector, marrying best-in-class business practices with easy-to-use-technology that is integrated within their existing systems, supported by robust data.



# BCA Partner Finance

A vehicle stocking service that helps you buy more, stock more, sell more.



- Get easy access to stock funding from a trusted partner who understands your business.
- Buy vehicles in any BCA Auction - physical and online.
- We'll finance the whole deal, 100% of vehicle price plus fees, transportation and even the VAT.
- Covers not just cars but also LCVs purchased at BCA, with no age or mileage limits.
- You can drive away on the day and you have up to 120 days to pay.
- Improve cash flow, buying power, choice and profitability.

**Helping you grow your business.**



[bca.co.uk/partnerfinance](https://bca.co.uk/partnerfinance)