

Know how to *drive* more traffic to your showroom.

Where do you rank? Today, your pre-owned showroom traffic is highly dependent upon the Internet. Each Internet search produces a list of hundreds of similar vehicles available in your local market. Potential customers rank vehicles with the best price and mileage at the top of their lists — never even considering the rest. vAuto's Pricing Tool gives you an edge over your competition with up-to-the-minute, market-specific competitive information for every car on your lot. vAuto scours the market to identify every competing vehicle based on every factor — beyond just year, make and model. Leading dealers throughout the country have experienced increased showroom traffic and turn.

Know how you rank.

See your vehicles ranked against your competition, down to a level of specific trim and equipment.

Price your vehicles to top buyers' lists.

Price your vehicles directly against the current competition in the market — eliminating guesswork and hours of research.

Maximize your profit potential.

Know precisely how much more you can ask for a vehicle while maintaining your rank at the head of the pack.

Market Days Supply.

Know how hot or not a car is, based on your live market.

Every day, leading automotive dealerships throughout the United States operate with a one-of-a-kind competitive edge in the used car department. A complete view of the live market. Its pricing. Its supply. Its demand. Bring this advantage to your dealership today, and you'll constantly stay one step ahead of the competition.

Know how to *drive* more traffic to your showroom with the vAuto Pricing Tool.
1-877-988-7648



FEATURES

Stock #212078 - 2007 Honda Civic EX

Odometer: 7,377 Miles | Body: Coupe 2 door | Engine: 4 cyl 1.8L 1801 cc
 Days in Inventory: 10 | Color: Gray | Drive Train: FWD
 Certified: Yes | VIN: 2HGFC12857H512807

Pricing | Competitive Set

List Price: \$ 20,020

Unit Cost: \$ 17,059

Profit: \$ 2,961

Adj. % Market: 100%-125%

Price Rank: of 10

vRank: of 10

Market Average: \$21,161

Days to Sell: Overall: 51 | Like Mine: 59

Price Rank: 1 2 3 4 5 6 7 8 9 10

vRank: 1 2 3 4 5 6 7 8 9 10

Adj. % Market: 100% 125% 150%

▶ **Easy Control**
 Green-light any vehicle to attract more buyers and maximize gross with an interactive dashboard that shows the car's current position in the market and lets you preview the effects of any price adjustments.



Rule Properties

Name: vAuto: Balanced

Description: A pricing target rule set that balances age and % of market to maximize both profit and turn.

Days In Inventory	Minimum %	Maximum %
0	100	125
21	95	105
41	90	100
61	0	95

Market Average: \$21,161

% of Market: %

vRank: / 10

▲ **Alerts**
 Easily identify problem vehicles and respond quickly when market changes affect your competitive position.

▲ **Pricing Targets**
 Fine-tune your pricing strategy on either an inventory or per-car basis to meet turn or gross profit objectives.

▲ **vRank**
 Know if you're positioned for the buyer's shopping list or chopping block. See your vehicles ranked against the competition according to best value.

▶ **vMax**
 Never lose a dollar of gross profit. Know precisely how much more you can ask for a vehicle while maintaining your rank at the head of the pack.

List Price: \$ 20,020

Unit Cost: \$ 17,059

Profit: \$ 2,961

vMax

vRank: Increase by \$967 to \$20,987 and stay at vRank 3/10.

▶ **Competitive Set**
 Study your rivals before you price a vehicle. See how close the competition is according to the most relevant vehicle attributes and distance from you.

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Refine Competitive Set | Pricing | Competitive Set

Price Rank: 7 of 10 | vRank: 2 of 10

Price Rank	vRank	Description	Body	Distance	Price	Age	Dist.
1	1	2007 Honda Civic (121) Seller: Dealer Trans: Automatic 5-speed	Dark Silver	\$4,077	\$17,999	13 days	< 10mi
2	2	2007 Honda Civic (121) Seller: Dealer Trans: Automatic 5-speed	Dark Black	\$1,136	\$18,491	12 days	< 20mi
3	3	2007 Honda Civic (121) Seller: Dealer Trans: Automatic 5-speed	Dark Blue	\$6,733	\$19,997	23 days	< 20mi
4	4	2007 Honda Civic (121) Seller: Dealer Trans: Automatic 5-speed	Color: Gray	7,078	\$20,988	61 days	< 20mi