

Get online and on-track

Online-buying trends continue to grow—especially as more and more dealers find themselves short on time and long on inventory needs. Online buying doesn't just cut down on travel costs, but it can also save time by allowing dealers to participate in multiple auctions simultaneously.

Online selling has its advantages, too. It gives consignors a wider selling platform to showcase vehicles, with product available 24/7 at buy-now pricing or during scheduled bid-now sales events. Inventory located at physical auction locations can also be simulcast worldwide in a real-time bidding environment. Consignors also have the opportunity to showcase inventory via custom-branded Web sites designed for upstream selling.

Another “win-win” aspect of online sales? It can create a strong market for sellers in a weak region. Online selling expands the regional scope of the auction, reaching dealers who live in remote areas who would not routinely attend a physical auction. With online sales, these dealers are now able to purchase quality inventory—vehicles that would have been otherwise unattainable.

Turn the page to learn more about an ADESA eChampion, who can help you successfully navigate the online-selling environment. ■

