

# Dealer Preferred brings frontline to the forefront

Nationwide, ADESA recently rolled out its new Dealer Preferred program. This means lots of great benefits for both buyers and sellers. Primarily, dealers now have a consistent place to go for frontline inventory—getting the best of the best from across the country—with guarantees.

ADESA's new Dealer Preferred program makes it easy for buyers to purchase and sellers to move frontline inventory. With business standards in place, both buyers and sellers know exactly what to expect every time they use this new program. And any registered ADESA dealer who plays by the rules of this program can participate.

## **ADESA<sup>®</sup> DEALER PREFERRED**

### **BUY WITH CONFIDENCE**

- 60-day buy-back guarantee
- PSI included with every purchase
- Full condition report—  
with photos



**IN LANE OR ONLINE**



# SELLER'S EDGE

With the Dealer Preferred program, sellers pay a nominal \$100 fee and receive premium lane placement and broader exposure, with LiveBlock and DealerBlock postings to reach the online buyer. In addition, sellers work with one point of contact at the auction: the dealer consignment manager. This makes the process easy and gives sellers just one name/face to deal with from start to finish.

All vehicles sold through the Dealer Preferred program have comprehensive condition reports created with detailed photos (\$45 value) and a post sale inspection performed (\$100 value) at no extra cost. They also receive ADESA's local and national marketing support, including a telesales marketing push. Another important perk of the program is that Dealer Preferred inventory attracts the most aggressive bidders/serious buyers, which often results in higher conversion rates and better prices.

## To qualify for the Dealer Preferred program, vehicles must:

- Have 100K or less odometer miles
- Be no more than five years old
- Have a clean vehicle history report

## Qualified vehicles must also be:

- Priced within 10 percent of market value
- Parked on-site 48 hours before a sale, so ADESA can create a condition report and DealerBlock posting with detailed photos

# BUYER'S EDGE

Now buyers can purchase retail-ready vehicles any day of the week with no buyer's premium tagged on. Plus, post sale inspections are performed (at no extra cost) on every vehicle sold. And with detailed photos on condition reports available to view before a sale, buyers can easily preview inventory they are interested in. This provides buyers the luxury of time to make sound business decisions prior to sale day.

Dealer Preferred also gives buyers added confidence because they know that all vehicles come with a 60-day buy-back guarantee. With the buy-back guarantee, buyers can return any Dealer Preferred vehicle to ADESA that they've purchased within 60 days and receive 95 percent of its value. This removes the fear and risk of getting stuck with inventory that doesn't move on a buyer's lot.

**"It's a great thing for used car guys, the way I look at it—basically you have a condition report, an auto check and you get to put it online so buyers can view and bid on them, which is not offered in other lanes. The guarantee for the buyback for buyers is a great option. Where else can you buy an automobile and have an option of a buyback and get 95 percent of the money back? Cars I have sold have made more money than they would have anywhere."**

— Car Dealer Wayne Dailey, R C Muirhead

