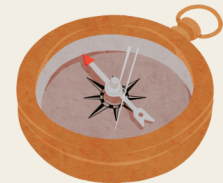


SUMMER CAMP SUCCESS GUIDEBOOK

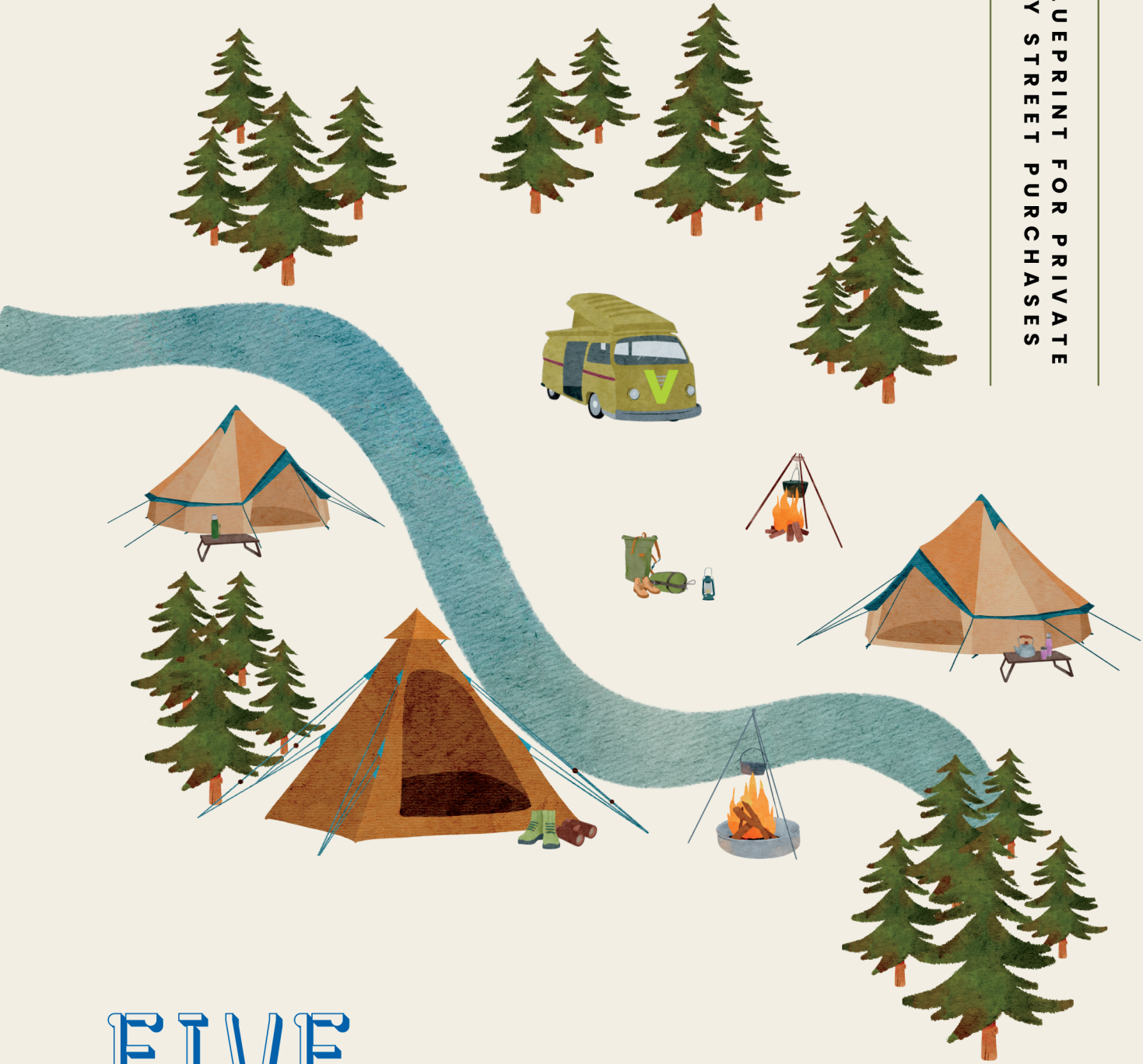


TRAILMAP

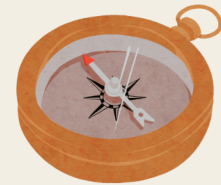


-  5 PROCESS PILLARS EBOOK
-  GARY CLIFT CASE STUDY
-  MID-YEAR CHECK-UP





FIVE PROCESS PRINCIPLES





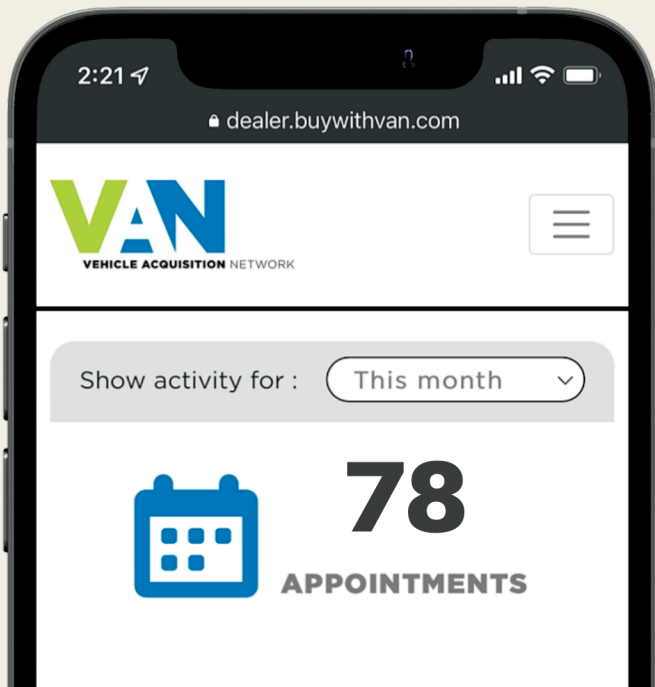
INTRODUCTION

Dealerships are always looking for ways to improve their operations and increase their bottom line. One area where they can make significant gains is in the acquisition of vehicles from private party sellers. Over the last decade, we have worked with hundreds of dealerships and identified five process principles to help dealers acquire vehicles from private party sellers. These principles are based on our experience and the feedback from dealers who have successfully implemented them.



In this eBook, we will explore these five process principles in detail and provide practical guidance on how dealerships can apply them to their own operations. By following these principles, dealerships can acquire more vehicles from private party sellers, improve their overall customer experience, and increase their revenue.

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HAVING A DEDICATED CHAMPION

The importance of having a dedicated "champion" for the private party acquisition strategy at a dealership cannot be overstated.

Who is this individual?

This individual should be responsible and accountable for the program's success, and should be equipped with the resources and support necessary to drive results.

By having a dedicated champion in place, dealerships can ensure that they have a single point of contact who is fully invested in the program's success.

Example, a dealership with multiple salespeople in charge of the VAN program needed help to see results. When the dealership management inquired, they found that no one individual person was responsible for the program's performance.



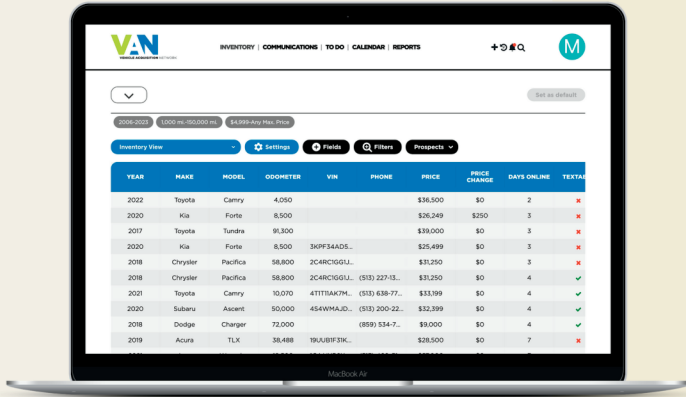
A DOCUMENTED PROCESS IS ESSENTIAL

Having a detailed and documented process for each aspect of the private party vehicle purchase steps is essential to success.

Why is this essential?

Without a clear and documented process, people often struggle to remember what steps need to be completed to buy a vehicle from a private seller. This leads to confusion, mistakes, and inefficiencies, and can ultimately result in lost acquisitions.

A documented process provides a roadmap for success and helps ensure everyone involved in the program is on the same page.



ENGAGE WITH PRIVATE SELLERS

Engagement is all about human contact and connection.

Why is it important to engage?

When we engage with private sellers, we build rapport and trust, and are better able to negotiate price and other important details. If we are passive or do not express interest in a seller's vehicle, they do not have a reason to establish rapport or trust, and will be less flexible when it comes time to negotiating price or being more reasonable about reconditioning items on the vehicle.

By engaging with private sellers, we are able to build a relationship and create a positive, productive dialogue.





TOP-NOTCH SELLER EXPERIENCE

Treating every private seller like a VIP customer of the dealership is essential to the success of any private party acquisition program

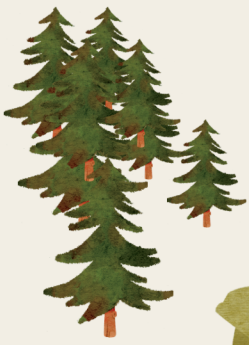
How does this benefit the dealership?

A positive interaction with a seller can have long-lasting benefits. If we treat a seller well, when they are ready to sell their vehicle, they will tell friends and family about the experience and be more likely to do business with the dealership in the future.

This builds "relationship currency" with consumers in the dealership market.

Building "relationship currency" with consumers establishes the dealership as a trusted and respected source of business.





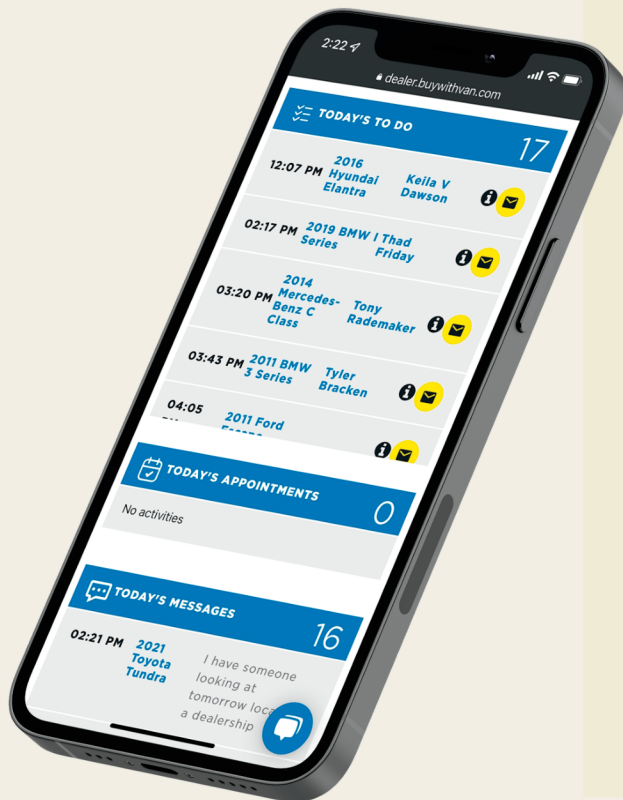
PROVIDE FAIR MARKET OFFERS & APPRAISALS

Providing fair, market-based offers is essential to the success of any private party acquisition program.

How does this benefit both parties?

When we attempt to offer a lower-than-market-value price, the seller will likely receive better offers from other dealers or large used car retail chains. This diminishes the credibility of the dealership as a fair and ethical source of business in the community. To be successful in the long-term, fair and reasonable offers build trust and relationships.

By providing market-based offers, dealerships are able to establish a reputation for fairness and ethical business practices.



VEHICLE ACQUISITION NETWORK

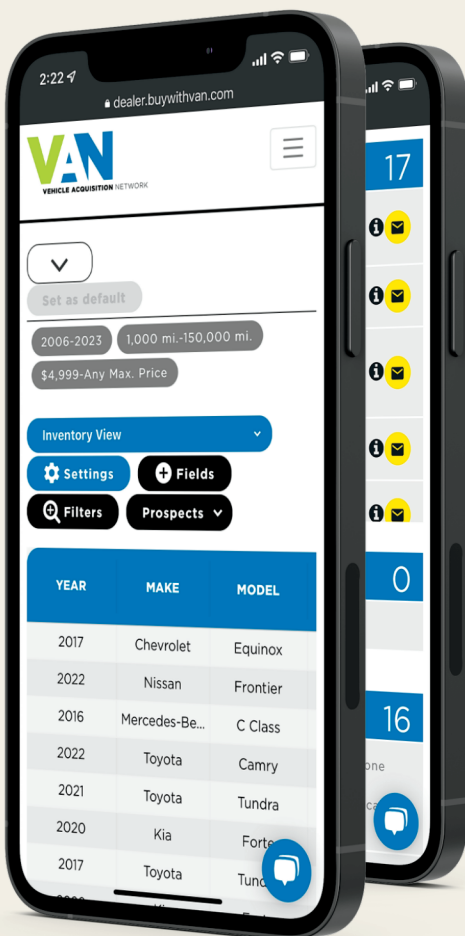
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CONCLUSION



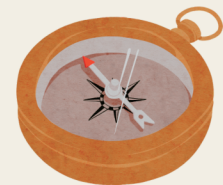
Vehicle Acquisition Network (VAN) has mastered the five primary process principles critical to the success of a private party acquisition program at an automotive dealership. These five process principles are having a "Champion," having a documented process, engaging with the seller, providing market-based offers and appraisals, and treating the seller like a VIP customer. By following these principles, dealerships can ensure that they can purchase vehicles from private party sellers in a professional, efficient, and customer-friendly manner.



HOW VAN HELPED ELIMINATE
INVENTORY GAPS WITHIN A
DEALERSHIP AND ACQUIRE MORE
VEHICLES THAN EVER BEFORE.



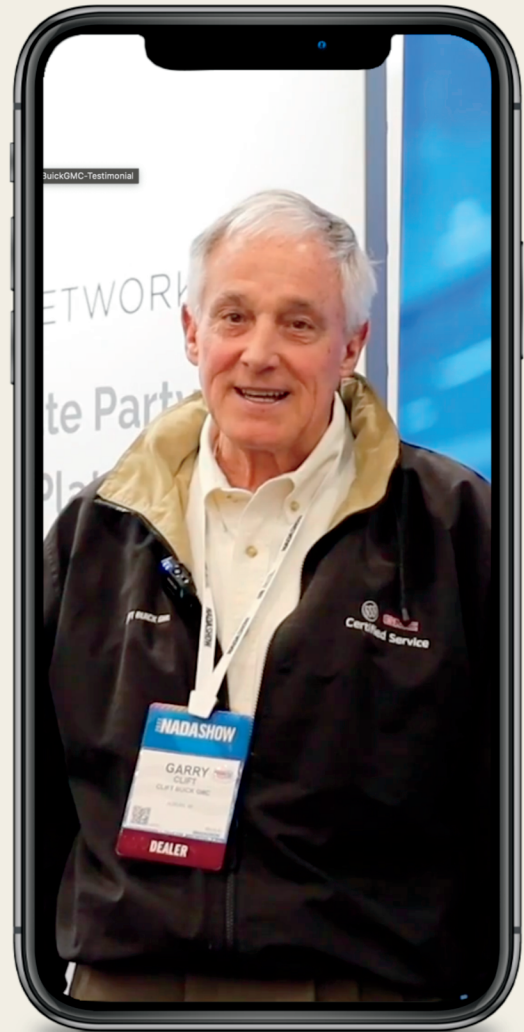
**GARY CLIFT
CASE STUDY**



VAN IN ACTION

Garry Clift from Clift Buick GMC has been using VAN to assist with his private vehicle acquisition for six years. Before engaging with VAN, it was challenging for him to acquire vehicles while simultaneously trying to establish himself as a credible source to private sellers.

What attracted him to VAN was the ability to quickly find where private sellers were posting their cars for sale and being able to find trustworthy sellers.



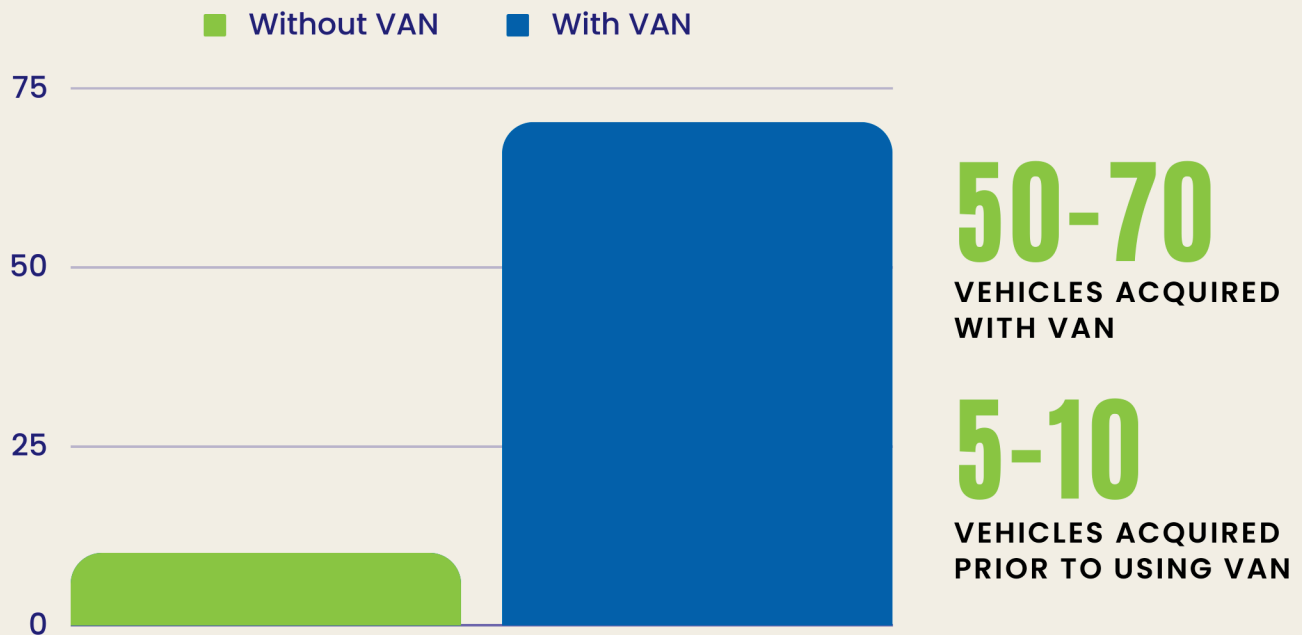
When asked about the most significant problem VAN helped solve for his team, Garry said, "the VAN product helps you organize your activities so you can do a better job of getting sophisticated about whom you're contacting in the market."



VEHICLE ACQUISITION STATS

VAN has helped eliminate inventory gaps within Garry's dealership and has helped them acquire more cars than ever before.

Comparison Chart of Garry's Monthly Vehicle Acquisition's



On average, Garry and his team are well on their way to acquiring 600 vehicles annually. With the average used car price sitting at \$28,000*, Clift Buick GMC could be acquiring over \$15,000,000 of inventory using the VAN solution!



VEHICLE ACQUISITION NETWORK

CLIFT BUICK GMC CASE STUDY

*<https://www.kbb.com/car-news/average-used-car-price-now-over-28000/>

3 STEPS TO SUCCESS

1

2

3

HAVING A PROCESS IN PLACE AND BEING TRANSPARENT

"We do a really good job of staying in contact with sellers. I'm going to come to your house, I'm going to do everything on your property, and I'm going to bring you a certified bank check,"

A STRONG ACQUISITION PLAN

"With VAN's software, it helps to really keep you organized and sophisticated which in turn helps to do a good job of follow up with our customers."

ONGOING COMMUNICATION

"It's contacting and staying with the customer and getting them comfortable with you as a buyer. And it all comes together after a period of time."



VEHICLE ACQUISITION NETWORK

CLIFT BUICK GMC CASE STUDY



CHIP SHORTAGES

Garry has observed that the US market for used cars has risen with the recent chip shortages. "A lot more people know that their cars are worth much more. During this time, many people are becoming educated, and more and more dealers are getting into the market," said Garry. He also explained that his relationship with his sellers is quite strong, often leading to them offering a lower price when purchasing their vehicles.

Garry put forth the idea that to survive in this market; you need to have a strong acquisition plan that goes beyond the auctions. "Auctions are really hard to find the good stuff at, so everybody's becoming more interested in purchasing private party vehicles," said Garry. VAN has helped expedite that process for him and his team.

"with VAN's software, it really helps to keep you organized and sophisticated which in turn helps to do a good job of follow up with our customers."



VEHICLE ACQUISITION NETWORK

CLIFT BUICK GMC CASE STUDY

MORE DATA FROM CLIFT BUICK GMC.



When acquiring used vehicles, Garry and his team purchase both luxury and non-luxury vehicles in the market. "We tend to stay within 10 model years, but we're not opposed to buying older than that, and we tend to stay below 100,000 miles," said Garry.



When discussing how quickly the cars he acquires are sold in this unique market, Garry said their goal is not to go beyond 60 days. "Our average used car takes about 45 days to turn, but naturally, it just depends on where we are from a price point and how it all plays out, so on average, we are seeing 45 to 60 days."



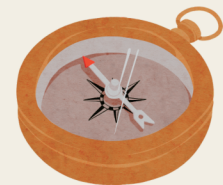
VEHICLE ACQUISITION NETWORK

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MID-YEAR CHECK-UP





MID-YEAR CHECK-UP

From Mary and Emily!



Mary and Emily, two VAN team members, developed a checklist to help dealerships maintain their in-market momentum throughout the year. It was highly appreciated by dealers, so we've made some updates and brought it back for another spin in 2023.

Formulate an acquisition process.

Inspect your process to see how transparent and frictionless the customer experience is from contact to purchase.

Have a predetermined disposition plan.

Know what you are going to do with the vehicle prior to purchasing.

Be aggressive with your offers.

Do your research. What can Carmax/KBB offer on that unit? What are local dealerships offering? How far off are you from MMR?

Get out of your "profit coma"

According to [Dale Pollack](#), dealers should prioritize ensuring that both their buyers and appraisers can identify when the car they need becomes available and are ready to acquire it, even if it means accepting a leaner front-end gross than preferred. Prioritize gaining customers over making a quick profit. Remember, any profit is a bonus, no matter how small or big. Instead of feeling obligated to make "X" amount on each vehicle every single time, eliminate this idea completely.

Training is part of the process.

Our new [Learning Center](#) is a great way to refresh your team's platform utilization skills. Our Performance Management Team offers tailored training like objection handling, word track, and process training to ensure success.



2023

MID-YEAR CHECK-UP

From Mary and Emily!



Make sure to identify your needs.

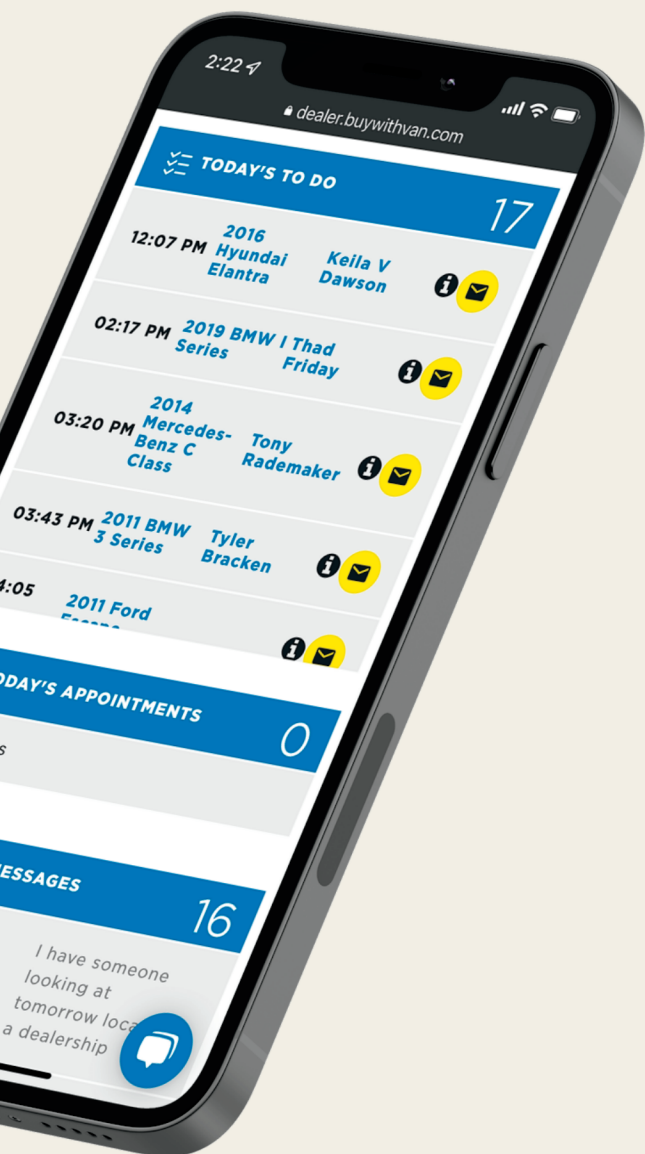
How many units do you need to acquire each month to stay on track? What units are you looking for? VAN and vAuto's Provision ProfitTime have joined forces to provide dealerships with the best private-party acquisition data and software, paired with vAuto's premium inventory management tools and analytics.



There's Never a Bad Time for a Health Check.

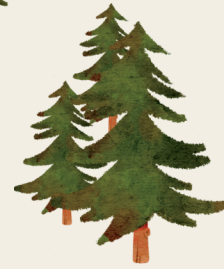
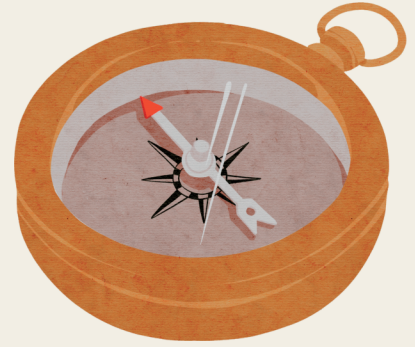
Our goal is that this updated checklist becomes a valuable resource to keep your dealership ahead of the curve in terms of street purchase strategies. If you have any questions or need assistance, please reach out to us.

At VAN, your success is our top priority!



VAN

VEHICLE ACQUISITION NETWORK



LET'S STAY IN TOUCH!

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