

Smart Buy / Smart Sell *Managing the Remarketing Process*

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Smart Buy

- RFQ
 - It all starts here
- Options
 - Content vehicle to sell
 - Z71, FX4?
 - Higher trim level
 - Colour
- Residual Value
- Buy used
 - Rental units
 - Short term lease units.



Lease

- Open ended
 - You are responsible for the end value of the vehicle
- Closed ended
 - Watch for mileage and or damage charges.



Smart Sell

- Sales/Remarketing Nuances
 - Seasonality
 - Manufactures incentives.
 - Canadian dollar.
 - Unpredictable events (911 or Katrina)
 - Fuel prices
 - Supply and demand



Smart Sell

- Employee sales
 - Price
 - Warrantee
 - Liability
- Trade it in



Auctions

- Physical Auctions
 - You may get more than you ask
 - Shipping and representing the vehicle
 - Lane
 - Position in the lane (time of day).
 - Brand specific
 - Price specific
 - Buyers present
- Internet Wholesale Auction
 - Sell from your location.
 - No shipping
- Ebay
 - Not that difficult



Have a plan

- Set the reserve
- Set a starting price



Remarketing information

- IARA
 - US
 - Conferences
 - training
- Auto Remarketing
 - Canadian News Letter
- Fleet Central



Keeping Track

- Benchmark yourself against your history
- Create a matrix
 - Date of purchase,
 - Model Year
 - Make
 - Model
 - Trim level
 - Colour
 - Options



Keeping Track con't

Create a matrix /cont.

- MSRP
- Cost of purchase less taxes
- Guide book residual
- Sale price
- Mileage
- Book Price
- % Of book
- Type of sale
- Cost of selling
- Sale date
- Retention



Guide Books

- Canadian Black Book
 - Books
 - Online
 - Benchmark
- Auction reports
 - Weekly sales results
- Auto trader.ca
 - Retail asking prices
 - Average



Leaders in greening Canadian Fleets

Questions / Comments ?