

Your Dealer Dashboard

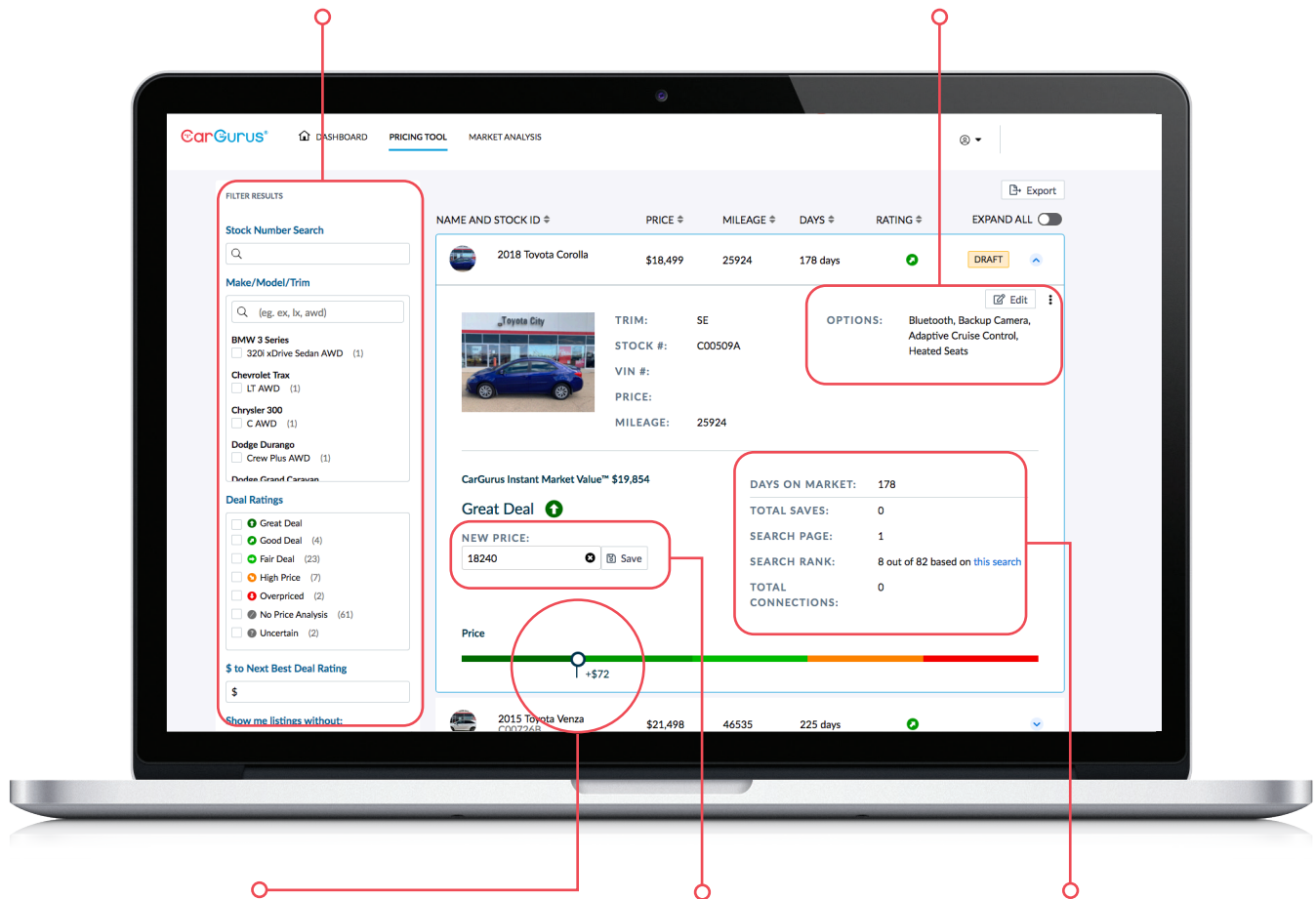
Beyond the Basics: Data-Driven Inventory Support

The Pricing Tool

Our proprietary Pricing Tool allows you to determine how different price points impact the deal rating and search ranking of your listings on CarGurus. Use this tool to test your prices for each vehicle and see how small adjustments can improve your vehicles' visibility to shoppers.

Filter your listings to focus pricing efforts on your highest priority vehicles.

Update your vehicle options for a more accurate Instant Market Value and deal rating.



Shift the slider along the colorful bar to test price points for different deal ratings.

Temporarily update the price of your vehicle on CarGurus for an immediate market advantage.

Review key vehicle performance indicators to prioritize pricing adjustments.

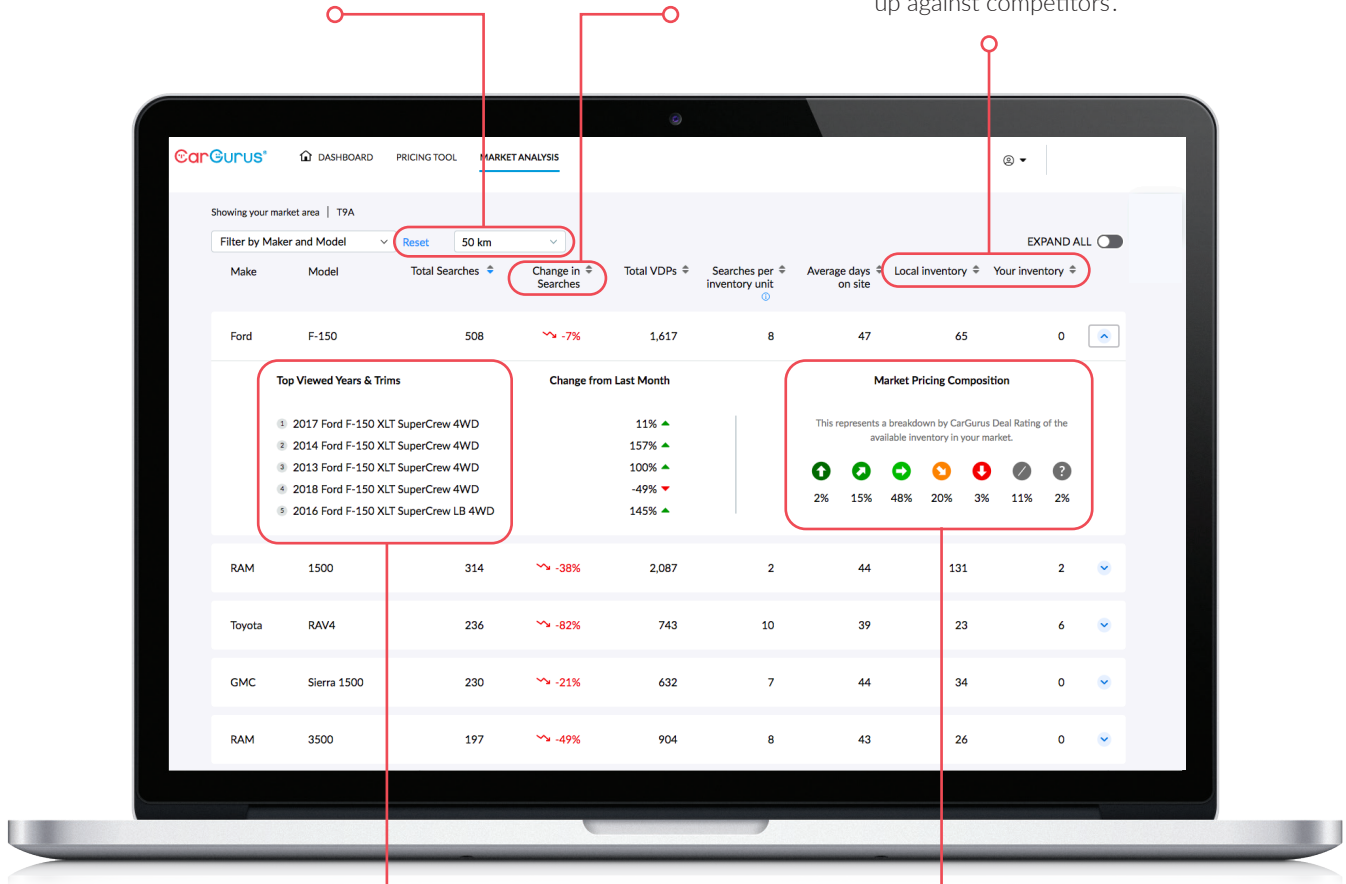
Market Analysis

The data on the Market Analysis tab provides information on what consumers are looking for in your market. Use these insights to make data-driven decisions on which vehicles to buy and promote.

View data covering different radiuses around your dealership.

Explore changes in key shopper search trends.

Sort by "Your inventory" to find out how your vehicles stack up against competitors'.



Get detailed year and trim information to identify the most in-demand vehicles.

Use the Market Pricing Composition to decide where your inventory can stand out.

If you have questions about using your Dealer Dashboard tools, please contact your CarGurus representative.