

Customer Success Story

TRICARS

Location: Gaithersburg, Maryland
Dealer Type: Medium Independent
Number of Stores: 1
Customer Since: Sept 2015
Fun Fact: TRICARS is a no haggle dealership and they love CarGurus' "No-Haggle" search filter.

”

I would recommend CarGurus to all dealers. CarGurus is a user friendly platform which validates pricing in a clear and transparent way. With third party pricing validation customers are further down the purchasing funnel.

AJ Maknati, General Manager
TRICARS

CarGurus Benefits

High interactions, great ROI

CarGurus is consistently one of TRICARS' top lead providers and provides a great return on investment for their dealership.

“CarGurus provides our dealership with nearly double the interactions compared to traditional platforms. This helps our ROI, but the biggest difference is the amount of walk in customers CarGurus bring to our show room.”

A top
LEAD
provider

2x
interactions
of Cars.com

35-40%
of CarGurus
traffic is walk-ins

The CarGurus Difference

More confident, informed buyers

CarGurus offers third-party price validation and dealership reviews which makes shoppers more confident and ready-to-buy.

“As an independent dealer...you have to build trust with the consumer. One way to...build trust is having a third party validate [your pricing]. This makes it easier because consumers are more confident that a third party is letting them know that it's a good deal.”

“Shoppers see that we're a high rated dealer and that we're offering a price that's below market value. It makes it a lot easier on customers – they're more confident in the price and the dealer. Some platforms don't offer a review option, but CarGurus does.

Favorite CarGurus Features



Dealer rating clearly displayed



Pricing tool to control deal ratings



Clean, easy-to-use dashboard



Labeled as a No-Haggle dealership

CarGurus