

# Customer Success: Warren Henry Automotive Group

EARLY  
ADOPTER

The Warren Henry Automotive Group in Miami, FL signed up for CarGurus to:



Get in front of more shoppers



Expedite sales by improving lead flow



Market its inventory

## CarGurus Benefits: Higher Conversion, Faster Sales Process

CarGurus delivers quality lead traffic to the Warren Henry Automotive Group, helping its sales team close more effectively.



Conversion rates 3-5 percentage points higher than other lead providers



300% lower cost per conversion



35% of the group's web leads

## The CarGurus Difference: More Informed Shoppers and Better Close Rates

An early CarGurus adopter, the Warren Henry Automotive Group has seen CarGurus leads convert at a much higher rate than leads from other sources, due in part to CarGurus' independent price data.

“CarGurus shoppers have already closed themselves on the price. They already know that they're getting a good deal.”

By pricing to the market, merchandising its vehicles on CarGurus and responding to leads quickly, the group is winning more business from auto shoppers both in Miami and around the country.

## ABOUT THE DEALER

Location: Miami, FL

Number of Stores: 7

Dealer Type: Franchise

Fun Facts: The group's Lamborghini store was the first Lamborghini dealership to open in Broward County, FL.

## KEY RESULTS

CarGurus Provides

- ✓ Nationwide visibility for the group's diverse inventory
- ✓ Higher close rates, even on hard-to-sell vehicles

“As an early CarGurus adopter, I got so many leads... I was able to take advantage early on.”

Peter Quinones,  
Internet and  
E-Commerce Manager