



7 Keys to Success

Your guide to making the most of your CarGurus subscription



1

Dealer Dashboard

- Your hub for optimizing your dealership on CarGurus.
- For optimal performance, we recommend checking your dashboard at least once a week.



2

Dealer Pricing Tool

- Located within the Dashboard, this is where you can track and adjust where your inventory shows up in a search.
- Try using the pricing tool on different vehicles. A small tweak in price can bring a deal from Good to Great and move it closer to the top of the search results page.
- Take advantage of the "Pricing Strategy" drop-down to set all your inventory at once to sell fast, sell at market value, or maximize margins.



3

Market Analysis Tab

- In the Dashboard, the Market Analysis tab shows in-demand models in your area and trending local searches.
- Utilize the information on this tab to track what people are searching for in your area, how many options are available, and stock your inventory accordingly.

It is not a race to the bottom.

79%

of leads come through on fair or better deals.¹



4 Responding to Leads

- Make the most of your response to inquiring customers. Include the car details, reference CarGurus in your email's subject line, and ask open-ended questions to garner helpful responses.

85% of CarGurus shoppers would not purchase a car without considering market value data from an independent source.²



5 Respond to All Reviews

- Whether positive or negative, always be sure to respond to a customer's review in a timely, professional manner.
- If you receive what you believe to be a fraudulent review, you can report it through the "Manage Reviews" tab in the Dealer Dashboard.



6 Make the Most of 3rd Party Validation

- Highlight your Good and Great CarGurus Deals with badges on your dealership website for free.
- How it works: Request instructions from dealerhost_support@cargurus.com to send to your website host. They will be able to integrate badges onto your website.



Reach out to CarGurus with questions or feedback



(855) 485-5465



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