



# 3 Keys to Success

Your guide to making the most of CarGurus



# 1

## Dealer Dashboard

- Your hub for optimising your stock on CarGurus.
- As best practice, we recommend checking your dashboard at least once a week



# 2

## Responding to Leads

- Make the most of your response to customers. Include car details, reference CarGurus in your subject line, and ask open-ended questions.



# 3

## 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.

It is not a race to the bottom.

# 90%

of leads come through on fair or better deals.\*



Reach out to CarGurus with questions or feedback

0808 164 6643 | [www.cargurus.co.uk/signup/3Keys](http://www.cargurus.co.uk/signup/3Keys)