

CARBIDONE

Your own online remarketing system for your dealer vehicles

Use the process improvements for your dealership in the
remarketing of used cars and dealer vehicles
with CarBidOne

Our three marketing tools:



I. Auctions

The first option is **classic vehicle auctions**.

All auctions are set with a starting price and a duration that are individually specified by you as the seller.

Your registered buyers are informed fully automatically via the CarBidOne system when new auctions have been started, when they themselves are the highest bidder, when they have been outbid and when auctions are about to end. You have a range of options available for your auctions. In addition to vehicles, you can also auction other parts such as tires, roof racks or rims.



II. Online vehicle overview

In addition to auctions, the online overview gives you the opportunity to offer your buyers an online list of your vehicle offers with photos and vehicle descriptions. There is no auction for these vehicles. Your buyers will contact you as before.

This option makes sense if you do not want to hold auctions but would like to benefit from automatic notification of your dealers.

At the same time, you will save time during the sale, as the buyers now have the opportunity to obtain information in advance and can therefore refer to specific vehicles during the sales discussion.



III. Fixed price / store sale of vehicles

The third variant is an extension of the online overview with the option for your dealers to buy the vehicles directly - you can therefore offer vehicles at a fixed price as in a store sale.

There is also no auction for these vehicles, but the fastest of your registered buyers wins the race.

—> Offer these variants to your regular customers!

12 good reasons to employ CarBidOne

1. CarBidOne is an ideal tool for **customer retention**: you create an excellent relationship of trust with your buyers, even if they come to you less often.
2. **Less effort** for your sales staff and therefore a significant time saving: all dealers are automatically notified by mail (during the night) about new vehicles and ending auctions; this way you reach all buyers at the same time. Your salespeople then have more time for the detailed business.
3. **Significantly fewer sales calls** and spontaneous, unsolicited visits from buyers on site.
4. **Less effort for your buyers** too, as they can find out about current and new vehicles in CarBidOne at any time.
5. **VIP auctions / sales**: Offer selected vehicles only to a specific group of buyers (e.g. your regular buyers).
6. Sale directly to buyers and **higher contribution margins**, as no intermediaries are involved.
7. **No advertising**, no distraction from auctions at other dealerships
8. **Compliance**: You can prove that you have offered your vehicles to a specific group of buyers, without favoring individuals.
9. **Reduction in the number of days on the stand**.
10. Auctions can be started **every day**. An auction planning module can be used to automatically to schedule a larger number of auctions.
11. **Greater geographical reach** of buyers: they have access to your offers via the Internet and do not have to travel.
12. **Transparency and structure**: all sales (and auction bids) are digitally documented in a system and can be accessed at any time.

FAQs

- **Is the use of CarBidOne risk-free for me?**
Yes! In the standard contract, you only have to pay an auction fee if at least one bid has been placed by one of your buyers. There is no minimum turnover.
- **Have you recorded your used vehicles digitally?**
Ideal! Use the CarBidOne import module and import the data of your vehicles in Mobile.de format quickly and easily into your CarBidOne system.
- **You don't have staff to manage and start auctions?**
E.I.N.S. can start your auctions on behalf of customers. All you have to do is specify the starting price, starting date and time and, if applicable, the reserve price. Work with local appraiser.
- **You don't have the right vehicles for auctions?**
Use the marketing tools online vehicle overview and fixed price / store sale of vehicles. Benefit from the automatic notification of your dealers and enable your dealers to inform themselves in advance - this saves a lot of time for everyone involved.
- **Do you have too few vehicles for auctions?**
You can also use CarBidOne for just a few vehicles per year - the minimum number would only be 30 auctions per year.
- **Do you have too few buyers for your dealer vehicles?**
We will launch a Google campaign in your region for three months to attract buyers for you. We also have a list of interested buyers from several European countries. We will be happy to inform them about your campaign system!