



# I GET MY VEHICLES ONLINE FASTER WITH OUTSIDE-THE-GATE INSPECTIONS

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## MY BUSINESS

I'm a used car wholesale and retail consultant.

## I WHOLESALE AND RETAIL VEHICLES SIMULTANEOUSLY

I think you should market cars for retail and wholesale at the same time. If it doesn't sell at retail, then it gets wholesaled. Who cares whether you retail and make a profit or you wholesale and make a profit?

## I GET CONDITION REPORTS ON EVERY VEHICLE

I don't care if it's a \$500 car or a \$5,000 car, it gets a condition report. Condition reports open up my avenues. I'm a big believer in outside-the-gate inspections with AIM. Once they've done the inspection, they automatically list the car on OVE. Listing them early – upstream – improves my efficiency. I call it "wholesale velocity."

## I TURN VEHICLES AN AVERAGE OF EVERY 22 DAYS

First thing I do every morning is use my vAuto tool to do my pricing. My average turn time is 22 days, and that's from cradle to grave – from the day we buy it to the day we cash the contract. I turn my inventory completely 14 to 15 times a year.

## I LOVE THE CHALLENGE OF USING DIGITAL TOOLS

I am relentless in learning how to use them to my advantage. I just found a '67 Chevrolet Nova on Autotrader that took me 38 years to buy. Forty years ago, I tried to buy one when my wife and I were dating. She laughs at me every time she sees me driving it.

*That's my Manheim.*

