



MOBILE AUCTIONS ARE HOW I FIND FRESH INVENTORY OFF A DEALER'S LOT

CLIENT | RON WILKES, OWNER, RON'S USED CARS, SUMTER, S.C.

MY BUSINESS

I'm the owner of Ron's Used Cars in Sumter, S.C. My son operates the business, but I'm very much involved. I have been doing business with Manheim for 25 years.

I KNOW WHAT TO EXPECT

Mobile auctions are an extended arm of the auction. I go to 6 or 7 mobile auctions a month. Cars are posted prior to the sale so we can check them out. Most of them have a condition report so we know what's there before we make the trip. The sales are easy-in, easy-out. Real accessible.

I FIND THE RIGHT INVENTORY

We look for fresh trades. With the mobile auction, there are often opportunities to buy cars that have been traded in to a new car dealer and need very little reconditioning. It creates an opportunity for me to be a little more aggressive in buying, whether cars are "as-is" or green light, so there's a good chance my profit margin is going to be higher.

I LIKE THE CONVENIENCE

I like the idea that the sale is on the dealership's property and you don't have to combat 1,000 cars. You can be in and out of a mobile auction in a half-day and back in your office doing business for the other half. I wish there was a mobile sale every day.

I CAN POST MY VEHICLES ONLINE

Used to be you had to have a prime location for people to find you, but that's not the case anymore. More and more people are coming through the Internet to find and buy cars. We post our cars on our site and third-party sites like Autotrader, and it's definitely paying dividends for us. By the time customers show up on our lot, they've already seen the car online and have done their homework. Being able to post inventory quickly helps us sell quickly.

That's my Manheim.

