



MANHEIM HELPS US TURN OUR ENTIRE INVENTORY EVERY MONTH

CLIENT | SCOTT FRANKEL, CO-OWNER, HOUSTON WHOLESALE, ALBUQUERQUE, N.M.

MY BUSINESS

I'm one of the owners of Houston Wholesale in Albuquerque, N.M. We've had this business for 8 years and I've been in the business for 17 years. When somebody walks on the lot, we are right there at the front gate and we are the last people they see when they finish a deal.

I USE MULTIPLE CHANNELS TO BUY AND SELL CARS

I go to weekly auctions. I have an employee who travels the Southwest to buy cars. And I normally keep 17 cars on OVE all the time. I'm probably the number one OVE seller in the state.

I HAVE A VERY EFFICIENT BUYING PROCESS

I use my Stockwave app before every auction. The app is so powerful I can actually walk into an auction unprepared and get the same results I used to get from spending several hours of prep on auction morning. I can look at vehicle history and see comparable vehicles in the market. I can also see all the book values I need — MMR, NADA, Kelley Blue Book.

I HAVE A VERY EFFICIENT SELLING PROCESS

I list certain cars on OVE and I use AIM for them. AIM comes out every Monday, does the inspections and lists them on OVE. I don't have to waste time talking to one potential buyer or 10 potential buyers. They look at the condition report and that's it. It takes all the liability away from me for misrepresenting something.

I LIKE HOW MANHEIM MAKES EVERYTHING SIMPLE

Manheim makes it really easy because they have a solution for each part of our buying process. Whenever they introduce something new, they always communicate with us and teach us how it works for us. It's simple and consistent.

THAT'S MY MANHEIM.

