



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

CLIENT | JOEL JONES, NEIL HUFFMAN IMPORTS

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.

