

# Gearing up to Wholesale Online

## Tips to Selling Successfully Online



OPENLANE.com

OPEN AUCTION

Your reputation online – just like at the physical auction or with your retail storefront – will define your success. A good reputation means higher prices for each unit sold and more units sold. We've taken lessons from our best sellers and pulled them together to help you preserve your good name. In the end, these are all common sense – what do YOU expect when buying cars online?

### The top five reasons for buyer dissatisfaction are:

1. **Misrepresented vehicle** – List units with all the correct options and get the mileage right.
2. **Undisclosed damage** – Getting a vehicle with undisclosed damage, prior repair, check engine light, mechanical or electrical issues dissatisfies the buyer and generates a costly and time consuming arbitration. Take the time while LISTING to accurately note ANY damage, including prior damage that's been repaired. Even what you consider "normal wear and tear" should be listed with a \$0 repair cost. Add pictures of the damaged items, so buyers really know what they are getting.
3. **Double sold units** – Once a bid meets your reserve, remove the vehicle from your "available for sale" lot and lists. But, if you do double sell a unit, contact OPENLANE.com (formerly ATC Open) ASAP – the sooner you let OPENLANE.com know, the less frustrated the buyer will be.
4. **Inaccurate vehicle labeling** – OPENLANE.com's iDEAL platform allows sellers to let dealers know that the unit is "Front-Line Ready" or "Certified Eligible". But, units tagged as FLR or CE that don't meet OPENLANE.com's strict definition qualify for arbitration for any dollar amount (the standard \$400 single item threshold does not apply). Be sure vehicles meet OPENLANE.com's FLR or CE definitions, which can be found in our terms and conditions.
5. **T/A Sales** – Buyers pay for units immediately and expect titles immediately, so sellers must submit titles to OPENLANE.com within 24 hours of sale. If the title is at your floorplan provider, simply let your OPENLANE.com rep know at time of listing.

For full details on the OPENLANE.com Terms & Conditions, please go to [www.OPENLANE.com/hints](http://www.OPENLANE.com/hints).  
Contact your sales representative at **866-969-0321**, if you have questions.