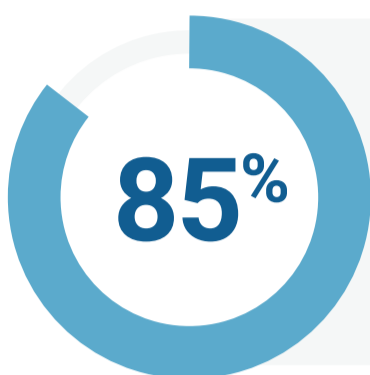


# CONDITION REPORTS: BUYING AND SELLING WITH CONFIDENCE\*

Condition reports (CR) are a valuable tool dealers can lean into when buying and selling inventory. By providing a comprehensive overview into the state of a vehicle, a CR can be used to help eliminate concerns that may occur with purchasing a used vehicle. Here are some ways CRs can assist independent dealers:



85% of dealers consider CRs critical to the buying process<sup>1</sup> and are **4X MORE LIKELY TO PURCHASE A VEHICLE WITH A CR.**<sup>2</sup>



## BUYER BENEFITS

- **INCREASED BUYING** confidence and reliability
- **EFFECTIVE** comparison shopping
- **CLEAR UNDERSTANDING** of vehicle condition and reconditioning recommendations
- **DECREASED RISK** of arbitration/buy back hassles



## SELLER BENEFITS

Online vehicle listings with CRs:

- Sell up to **3X MORE** often<sup>3</sup>
- Are **71%** more likely to sell<sup>4</sup>
- Have **34%** more online bids<sup>3</sup>
- Have **30%** fewer arbitrations<sup>5</sup>
- Get on average **8 MORE VDP VIEWS PER LISTING**<sup>4</sup>  
(A VDP view is the digital equivalent of a client coming into your dealership to browse a specific vehicle!)



**ONLY 4.5% OF VEHICLES WITH A CR ARE ARBITRATED IN MANHEIM AUCTIONS.**<sup>4</sup>



Images that showcase

**A CLEAR PICTURE OF THE VEHICLE'S COSMETIC CONDITION ARE A KEY FACTOR DEALERS CONSIDER WHEN DECIDING TO BID OR BUY.**<sup>6</sup>

Enhanced Imaging drives a **27% INCREASE** in speed to sale and **16% MORE BIDS** on a vehicle, it also increases the likelihood of selling online by 5%.<sup>2</sup>

As more dealers turn to online buying, CRs provide them with the transparency needed to help close the deal.

**INCLUDING A CR INCREASES CONFIDENCE BY PAINTING A BETTER PICTURE OF THE VEHICLE AND IN DOING SO, CAN HELP INCREASE ITS VALUE.**

Build confidence by including CRs in your listings and look for vehicles that include them to save you from headaches down the road.

**SOURCES:** \*All rights reserved. Cox Automotive and NextGear Capital do not claim the statistics in this document are representative of or guaranty future behavior. The sources referenced herein are as follows:

1 2017 Manheim Assurance Products Study compiled by Manheim Auctions.

2 "2017 Used Car Market Report", available at <https://publish.manheim.com/content/dam/consulting/2017-Manheim-Used-Car-Market-Report.pdf> (as of November 2, 2020).

3 Manheim.com Condition Reporting webpage, available at [https://publish.manheim.com/en/services/condition-reporting.html?WT.svl=m\\_uni\\_hdr](https://publish.manheim.com/en/services/condition-reporting.html?WT.svl=m_uni_hdr) (as of November 2, 2020).

4 Based on internal statistics compiled by Manheim auctions from January – July 2020.

5 Manheim's "Dealer Welcome Guide", available at <https://publish.manheim.com/content/dam/location/san-francisco-bay/BCAA-Dealer-Guide.pdf> (as of November 2, 2020).

6 "New Manheim Digital Enhancements Make It Easier for Buyers and Sellers to Conduct Business", available at <https://press.manheim.com/2020-09-01-New-Manheim-Digital-Enhancements-Make-it-Easier-for-Buyers-and-Sellers-to-Conduct-Business> (dated September 2, 2020).