



Dealer Insights:

How Faster Inventory Merchandising
Helps You Sell Faster and for More

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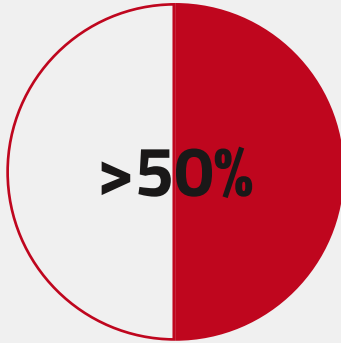


It's no secret that the success of your dealership depends on how you merchandise your inventory. Especially in a world where the shopping experience now starts online. But just posting pictures and videos isn't enough. You also need to get your vehicles processed and listed faster.

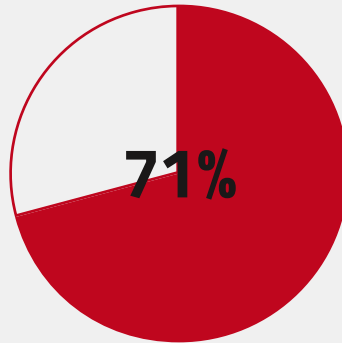
Here are a few statistics to show how faster inventory merchandising can help you sell faster and achieve higher profit margins.

/// THE RISE OF DIGITAL RETAILING

Chances are your next leads are coming from the Internet. Over 90% of car buyers research vehicles online before visiting the dealership (ACV MAX), and that's often how they find your dealership.



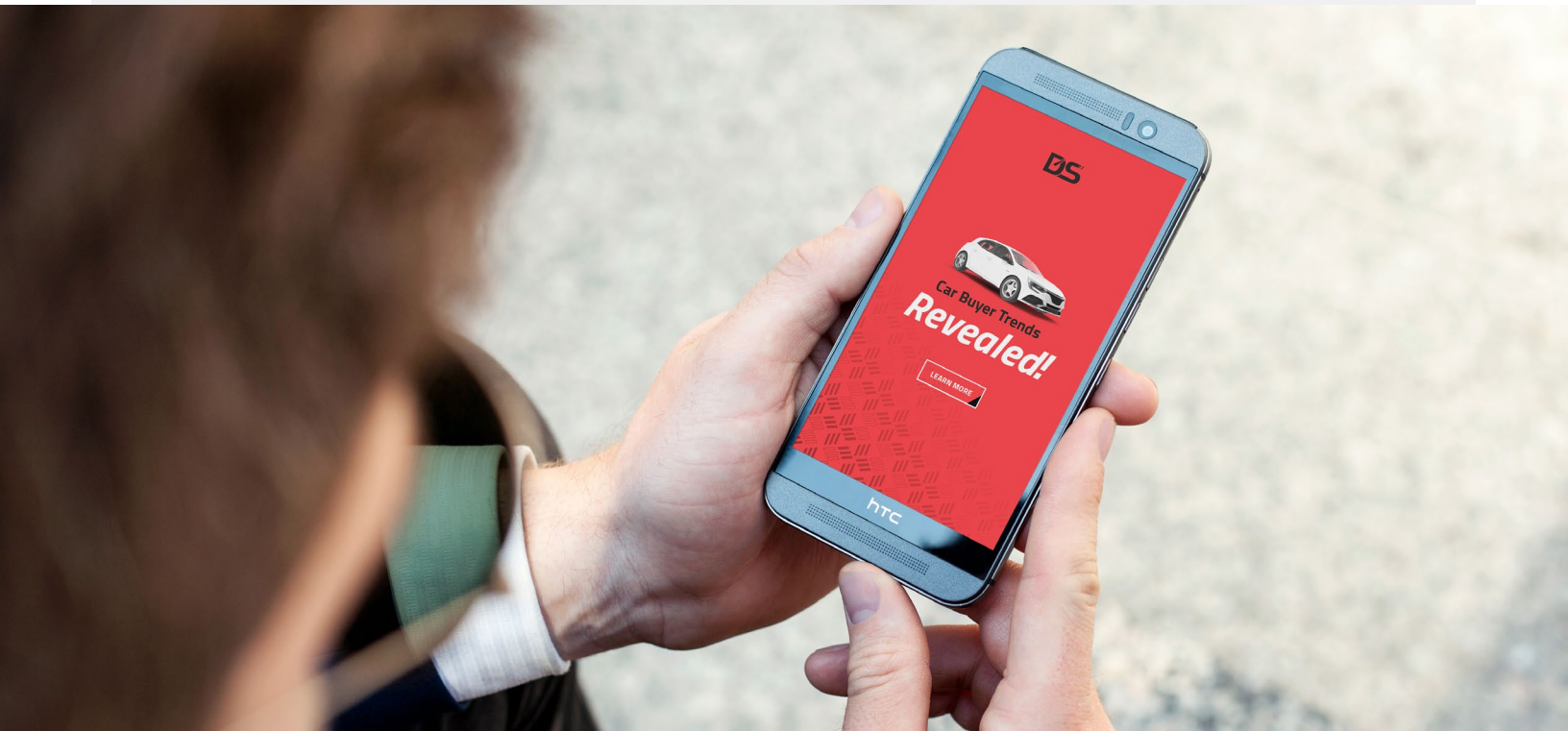
Car buyers spend more than 50% of their buying journey online. (Cox)



Of car buyers are combining both online and in-person shopping experiences before purchasing. (IBISWorld)



Shoppers spend an average of 14 hours researching vehicles online before visiting dealerships. (Dealer Specialties)



/// WHY IT PAYS TO BE FAST

Time is money when it comes to inventory sitting on your lot. The faster you can shoot pictures, videos, and 360-degree tours, the faster you can list and sell your vehicles. Delayed listings result in lower visibility and engagement, decreasing the chances of a quick sale.

Average Holding Costs and Depreciation

(CBT)

\$85/DAY
USED VEHICLES



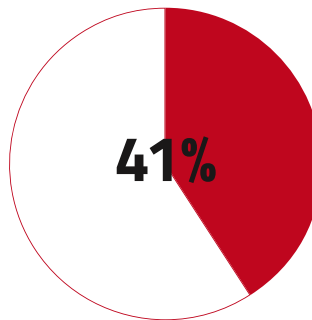
\$40/DAY
NEW VEHICLES

60
DAYS

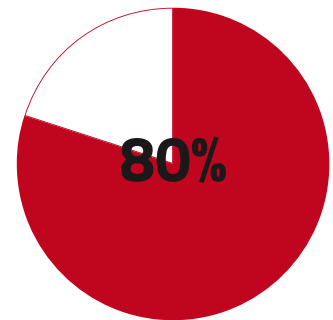
Before unsold inventory starts costing you money.
(AutoTrader)

1ST
WEEK

Listing views peak within the first week of being published.
(Dealer Specialties)



41% of buyers only visit one dealership during their search.
(HomeNet Auto)

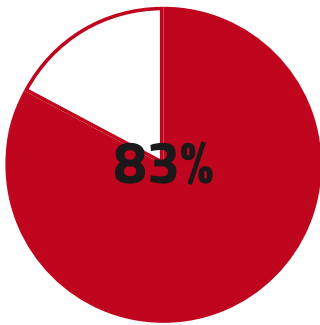


80% of shoppers use third-party sites to find vehicles.
(HomeNet Auto)

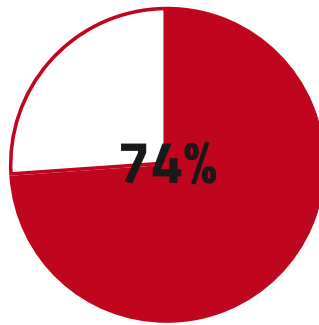
/// HOW MERCHANDISING IMPACTS TIME-TO-SALE

The speed and quality of your merchandising directly influence how quickly vehicles move off your lot. Studies show that vehicles with high-quality photos and interactive features receive more inquiries and higher offer prices compared to those with minimal digital merchandising.

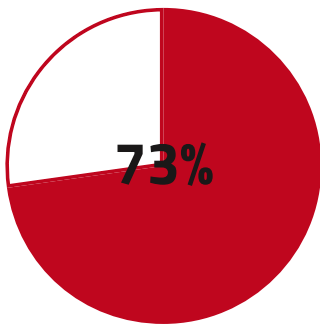
Let's take a look at how each element of your merchandising strategy can affect your sales timeline:



83% of dealers believe they can increase margins or reduce days to sell by improving digital merchandising. (HomeNet Auto)



74% of shoppers are more likely to visit a dealership if they feature actual vehicle photos vs. stock. (KBB)



73% of shoppers who bought a vehicle state 360-tours are extremely or very helpful. (HomeNet Auto)

+25%

Online vehicle retailing can improve auto sales by 25%. (Porch Group Media)

+86%

Video Can Increase Landing Page Conversions by as Much as 86% (HubSpot)





/// WAYS TO MERCHANDISE FASTER

Investing in professional merchandising solutions can make the difference between a vehicle selling in days versus sitting on the lot for weeks. At the same time, dealerships who outsource their merchandising efforts and use AI tools like vehicle description generators and background removal platforms are speeding up sales processes and boosting revenue.

55%

55% of dealerships using AI to speed up sales and marketing processes report a 20% revenue increase.
(Urban Science)

4HRS

The time it takes to shoot and process a vehicle when you outsource.

/// CONCLUSION: SELLING SMARTER, FASTER, AND EASIER

The digital transformation of the automotive industry presents an unprecedented opportunity for dealerships to reach more customers, turn inventory faster, and increase profitability. By leveraging professional digital merchandising services, you can create a compelling online presence that sets you apart from the competition.

Remember, in today's market, your online listings are often the first and most crucial point of contact with potential buyers. By investing in high-quality digital merchandising, you're not just showcasing your inventory — you're building trust, providing value, and creating an experience that can turn browsers into buyers.

TAKE THE NEXT STEP:

Get Inventory Merchandising Support From the Experts

Ready to revolutionize your online inventory presence? Contact **Dealer Specialties** today for a personalized consultation on how our digital merchandising services can help you reach more qualified leads, turn inventory faster, and stand out from the competition.

[GET IN TOUCH](#)



This guide is based on real dealership data and market research through 2024. Individual results may vary based on market conditions and implementation effectiveness.

DEALER INVENTORY MERCHANDISING CHECKLIST

// Maximize Vehicle Visibility & Sell Faster //

Ensure your dealership is leveraging every opportunity to present inventory in the best possible light. Use this checklist to refine your merchandising strategy and drive more sales.

1. High-Quality Vehicle Photos

- Capture multiple angles (exterior & interior)
- Use consistent lighting and background
- Showcase key features (wheels, dashboard, infotainment, etc.)
- Highlight any special trims or packages
- Avoid stock photos — real images build trust

2. Engaging Vehicle Descriptions

- Include key selling points and unique features
- Use clear, persuasive language
- Highlight warranty, service history, and condition details
- Incorporate relevant keywords for search visibility

3. Accurate & Comprehensive Vehicle Data

- Ensure VIN decoding is correct
- List year, make, model, trim, and mileage
- Include fuel efficiency and safety ratings
- Display pricing transparency (MSRP vs. dealer price)

4. 360° Walkaround & Interior Tours

- Provide an interactive experience with virtual tours
- Allow customers to view vehicle details from all angles
- Enhance engagement with clickable feature highlights

5. Video Marketing Integration

- Create short, engaging walkaround videos
- Feature key vehicle highlights and selling points
- Use professional narration or captions to enhance clarity

7. Optimized Online Listings

- Ensure listings are mobile-friendly
- Update inventory frequently to reflect availability
- Post on multiple platforms (dealer website, third-party marketplaces, social media)
- Use SEO best practices to improve visibility

8. Customer Engagement & Lead Capture

- Enable real-time chat and inquiry forms
- Offer online financing and pre-approval options
- Use call-to-action buttons (Schedule Test Drive, Get Offer, Apply for Financing)
- Follow up quickly with leads via email, phone, or text

By implementing this checklist, your dealership can stand out in the competitive market, attract more buyers, and accelerate vehicle turnover. Need expert help? Dealer Specialties is here to streamline your inventory merchandising!

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