

Buying cars on-line...from dealers. CarsQuickBuy.com... a smarter way to buy?

Wards: Kevin what is your auto sales background?

Kevin: I came up through the parts and services departments, then moved to the sales department and at 21 years old. In 1984, after my father was diagnosed with Parkinson's disease, I became the Executive Manager. We created our in-house technology business and it has turned into our own digital car buying platform, CarsQuickBuy.com.

Wards: Why did you develop your own on-line sales platform?

Kevin: The auto industry, since the great recession, has had to self-reflect in areas such as Internet tactics due to the digital boom and customer satisfaction. This has led to dealers and lead providers assessing their current models and making adaptations. We wanted to be ahead of the curve in order to not be at the mercy of third party lead providers or any of the major public dealer corporations. Third party lead providers have been important to dealers. However, with statistics such as closing ratios staying virtually constant we felt it was time to explore a different avenue trying to help consumers, this time further down the purchase funnel. CarsQuickBuy.com was developed to continue to give customers at our dealership the most cutting edge, transparent, seamless process.

Wards: Do you feel that most auto sales will migrate to an online process soon?

Kevin: With 80% of consumers doing some Internet and digital shopping or researching already, the online buying process will only continue to grow. However, with an automobile being the second biggest purchase of most individuals' lives there is still a lot of merit and comfort in dealing face-to-face. Overall we see 35%- 45% of all buyers will lean towards a complete online car buying process.

Wards: How will a consumer choose you and why is it better than other options on the market right now?

Kevin: The beauty of our product is that it was developed through *dealer experience*, as well as customer feedback. Consumers choose to use CarsQuickBuy.com because it is easy to navigate, self-explainable, quick, convenient, transparent, therefore allowing the customer to be in complete control. Consumers can use this platform on any of their personal devices, and explore the purchase path to their comfort level. The further they walk themselves down the process, *the less time* they will be required to spend in the dealership. CarsQuickBuy.com was created to be a 24-hour online concierge service.

Wards: How will you compete with the other players in this space?

Kevin: We developed the CarsQuickBuy.com digital platform first and foremost for our customer base and ourselves. It was a protection mechanism in the event that we were not the first of our kind to the market place. We did not want to be subject to being forced to pay for another product to be competitive. Fortunately, with a great team we became the first fully transparent online purchasing system, allowing the consumer to not only search the entire inventory of a dealer, but also get upfront pricing, value a trade-in, apply for credit, complete the purchase, and schedule delivery entirely online. At this point, although there are many other digital processes out there, we feel that we have the most complete product available anywhere.

Wards: What about the manufacturers, don't they want to own this space as well?

Kevin: It seems that manufacturers are trying to reinvent the wheel by venturing into this space of digital retailing, which could be very detrimental to their business. If manufacturers were in this space and attempted direct selling, they would not have the resources, the manpower, or the customer service ability. In the best of times, the relationship between the manufacturers and their dealer bodies is like choreographed dance where everything is in sync and they complement one another. Therefore, although they would like to be in this space it would have an overall negative impact for manufacturers, dealers, and most importantly consumers.

Wards: Recent reports say that young buyers perceive that a dealer actually retains a 35% profit on a car sale. Why do you feel that they have this false perception and how can you address that misunderstanding with your digital pure play platform?

Kevin: To the consumers who hold that profit perception, it is actually the opposite due to the digital age and the increase in competition, therefore consumers are purchasing at the most competitive prices and lowest margins in history. Large rebates are easily confused by consumers to be unrealistic profit margins for dealers. If dealers made what consumers believed we made, we would all be retired.

Wards: How will you advertise this customer tool for your market locally or nationally?

Kevin: Marketing something of this nature, we have found that our digital presence is extremely powerful. We have been marketing to our customer base directly via text campaigns and private offers. We have a product suite of marketing tools ranging from various digital options to informational print articles, as well as traditional television and radio advertising.

Wards: Do consumers like this process? What are they saying?

Kevin: Through testimonials and follow up surveys, the feedback has been off the charts positive. They have expressed that they feel less pressured, more informed, and more confident about their purchase decision. It makes the delivery process more enjoyable due to the fact that when a customer arrives at the store, they not only receive a VIP experience, but they are in and out in *as little as 30 minutes*.

Wards: Does your dealership still see "traditional sales" as a top priority?

Kevin: Absolutely. We are currently giving onsite consumers the option to choose the process that best fits their needs, whether that's the traditional sales process or our CarsQuickBuy.com e-commerce process. Our company has to prepare for what the future may hold, while never taking our eyes off current business.