

4 ESSENTIAL METRICS TO DRIVE USED VEHICLE SUCCESS

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COST TO MARKET

KNOW YOUR PROFIT POTENTIAL

Before you buy a car, you want to know it's a money-making investment. That means you need to account for your costs to purchase the vehicle and make it retail-ready. Cost to Market tells you each vehicle's potential profit margin and sets you up for a profitable retail sale.

79%
COST TO MARKET



85%
COST TO MARKET



88%
COST TO MARKET



AIM FOR AN 84% COST-TO-MARKET AVERAGE ACROSS YOUR INVENTORY

HOW COST TO MARKET IMPROVES YOUR INVENTORY MANAGEMENT:



Recondition cars without cutting into profits



Appraise more accurately, factoring in your upfront costs



Price to protect your retail profits

Provision gives you the tools you need to get more out of your metrics, including Cost to Market. See it in action at vAuto.com/cost