

LEXUS OF LOUISVILLE

LOUISVILLE, KENTUCKY

Simon Fields is no stranger to the struggles of wholesale sourcing. As general sales manager at Lexus of Louisville, he knew the store was under-performing in used vehicles. Grosses weren't good enough. Getting cars was a mind-numbing, never-ending challenge that never seemed to pay off.

Things changed dramatically in 2016. That's when Simon found Stockwave. It offered an immediate answer for his two biggest challenges—acquiring used vehicles that would sell quickly and deliver the gross he expected, and having enough time to actually do his job rather than chase inventory all the time.

Simon Fields
General Sales Manager



HOW SIMON GOT MORE GROSS WITH STOCKWAVE

100% INCREASE IN SALES VOLUME BY OFFERING MORE DESIRABLE INVENTORY TO BUYERS

90% FASTER PROCESS BY USING SAVED SEARCHES AND SMART FILTERING

40% INCREASE IN FRONT-END GROSS BY SOURCING MORE PROFITABLE INVENTORY

“Our profitability has gone through the roof, and I can’t imagine going back to the old way.”

Simon Fields
General Sales Manager
Lexus of Louisville, Louisville, Kentucky

BIGGER REACH

Searching through cars manually is such an enormous task, it used to prevent Simon from looking beyond the nearest auctions. After adopting Stockwave, everything changed:

“We no longer look at a location and try to find a car. We now look at a car and don’t worry about the location. California, Nevada and Texas were never on the radar before, but now I’m getting cars from all three.”

BETTER CARS

Simon admits that before Stockwave, he had to rely on guesswork to choose cars that would hit his profit numbers. But not anymore:

“There’s no more guesswork. No more ifs, buts or ors. You just follow your business plan, trust your numbers, and go out and buy cars. Your front-end gross goes up, your inventory grows.”

GREATER VOLUME

Simon remembers what it was like to work at full capacity to maintain inventory before Stockwave. And it just wasn’t enough:

“Before, we were lucky to get five, six cars in a week. We have doubled the cars we have on the ground and doubled the amount of cars we sell ... increasing our sales by at least 100 percent.”

LESS TIME SEARCHING

With Stockwave, the searches that used to take all day now take only an hour. This has had a tremendous impact on how Simon does business:

“What’s important to me in this dealership is, I don’t want to sell one car. I want to be able to sell you five cars, and sell your neighbor a car. Now I have the extra time to shake the hands of guests coming into our showroom instead of sitting in my office looking for cars.”

MORE TIME FOR WHAT MATTERS

Simon also credits Stockwave with having a positive effect on life outside the walls of his dealership:

“I made the decision to get really involved with Stockwave when 12 hours of work just wasn’t enough. I found myself sitting at my kitchen table, working for hours, searching for cars. Now I go home, and I’m home. I can live a life outside of work.”

Learn more at stockwave.com/LexusofLouisville | 888-365-1032

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