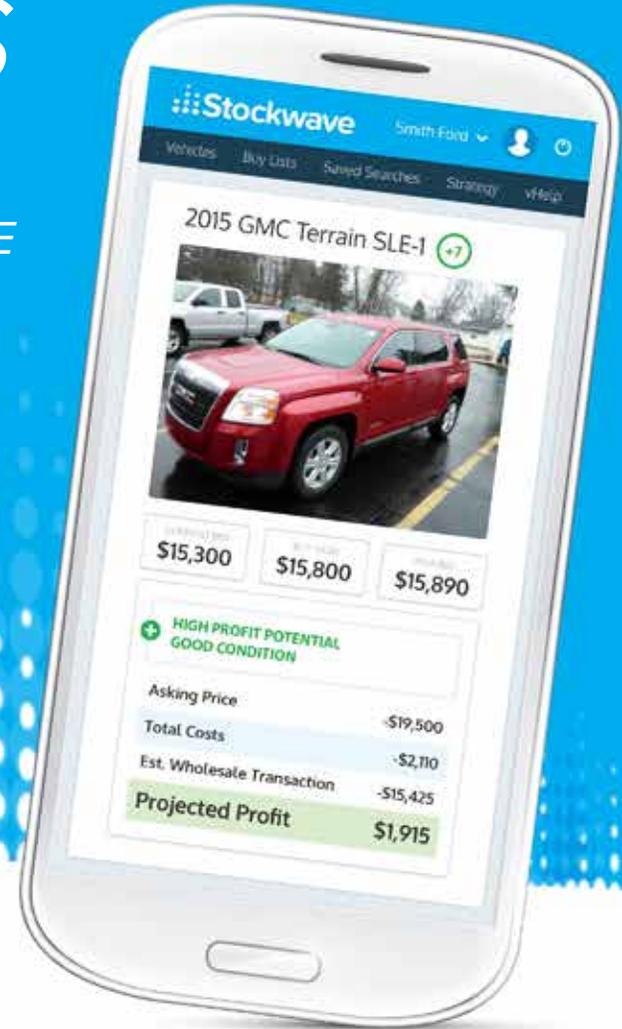


THE TECHNOLOGY BEHIND TODAY'S TOP DEALERS

STOCKWAVE SUCCESS STORIES TO INSPIRE
YOUR WHOLESALE SOURCING SUCCESS




Stockwave
be a profit finder

vAuto
LIVE MARKET VIEW

Some dealers seem to dominate at auction, coming home confident in their purchases and in the results they'll deliver.

What are they doing right, to get the right cars for the right money every time? Here's their secret...



...THEY HAVE THE **RIGHT TECHNOLOGY**

Not just any technology. Wholesale sourcing technology that delivers on your dealership's needs — down to every last detail in your business plan.

Technology that tells you your profit potential on a per-vehicle basis

Technology that eliminates wasted hours, risky purchases and lost profit

Technology that can instantly search auctions across the country

Technology that finds cars to fill specific gaps you define in your inventory

Technology that takes your wholesale sourcing to the next level

The screenshot displays the Stockwave website interface. The top navigation bar includes the Stockwave logo and a user profile for "Smith Ford". The main content area shows a grid of car listings. The first listing is for a 2014 Ford Focus SE, with a current bid of N/A and a buy now price of \$30,500. The listing also shows a profit of \$2,301 and a profit margin of 6%. The interface includes various filters and sorting options on the left and top right.

Stockwave

Smith Ford

Showing 1 to 24 of 524 items.

AUCTION HOUSE
OVE.com

SELLER
PRO FINANCIAL INC

LOCATION
ZIP: 75236

DIST
IL, T

DISTANCE
165 mi.

CURRENT BID
N/A

BUY NOW
\$30,500

PROFIT
\$2,301

PROFIT MARGIN
6%

Sort by Best Match

Export

2014 Ford Focus SE
\$1,295 mi.

2015 Ford Focus SE
36,238 mi.

2013 Nissan Sentra S
36,232 mi.

PROFIT
\$2,100

PROFIT
\$2,052

VEHICLE NEEDS: Clear
 Cars I need (253)
 Cars I don't need (0)

PROJECTED PROFIT: Clear
 Meets Objective (524)
 Below Objective (641)
 No Profit (771)

STRATEGY

STRATEGY ACTION BUCKET

STRATEGY PRICE BUCKET: Clear
 \$0 - \$9999 (250)
 \$10000 - \$14999 (1329)
 \$150000 - \$199999 (0)
 \$200000 - \$249999 (0)
 \$250000+ (0)

VEHICLE SEGMENT: Clear
 Car - Intermediate (2153)
 Car - Compact (1329)
 SUV - Compact (397)
 Car - Subcompact (388)
 SUV - Intermediate (291)
 Show All

*HERE'S HOW
DEALERSHIPS ARE
ALREADY WINNING WITH
WHOLESALE SOURCING
TECHNOLOGY*

LEXUS OF LOUISVILLE

LOUISVILLE, KENTUCKY

Age matters. The right cars for your market don't sit on your lot for long, while the wrong ones stay longer and cost you money. Simon uses Stockwave to not only buy more cars faster, but more cars his market demands.

If you make every auction purchase with the retail market in mind, your vehicles have a better chance of performing well on your lot. Stockwave helps you:

- Source cars your market demands, and get the money right
- Reduce days to sale of auction-purchased inventory by 5–7 days
- Reduce percentage of over-age units from 70% to 50%



Before, we were lucky to get five cars in a week. Now it's not unheard of for us to buy 40 cars in a week—and

40 OF THE RIGHT CARS.”

*General Sales Manager
Simon Fields*

KELLEY AUTOMOTIVE GROUP

FORT WAYNE, INDIANA

You know the old saying, “**You make your money on a used vehicle when you buy it, not when you sell it.**” Kelley Automotive Group proves it’s true. They use Stockwave to source cars they’ll make money on.

Before Trent buys a car at auction, he knows his gross potential down to the dollar. He relies on Stockwave to:

- Automatically calculate his max recommended bid
- Give him a “walk-away” number to protect his gross
- Display his profit potential through every exit strategy: retail, wholesale and trade



We've seen a

25.8% INCREASE IN FRONT-END GROSS

on our purchased units. That's a major accomplishment for our company.”

*Director of Pre-Owned Operations
Trent Waybright*

AUTO KINGDOM

BLAINE, MINNESOTA

Time is money, and when too much time is spent sourcing cars, there's too little time to spend converting leads and closing deals. Auto Kingdom uses Stockwave to **gain back lost time, and lost revenue.**

Sourcing deserves to be taken seriously, but it doesn't deserve such a dramatic time commitment. Stockwave saves so much time, Tony can:

- Spend more time with customers in the showroom, while Stockwave sources cars for him
- Focus more attention on appraisals and other inventory requirements
- Manage his business instead of his inventory



“The main reason we signed up for Stockwave was to save time buying cars on the wholesale side. It's cut our buying time from

**30 HOURS A WEEK
DOWN TO 3 HOURS
A WEEK.”**

*Dealer Principal
Tony Rammer*

THE AUTO SOURCE

ORLANDO, FLORIDA

A more consistent supply of auction inventory leads to more consistent sales volume. The Auto Source credits Stockwave with its **40% increase in retail sales**, simply for making them consistently efficient and strategic about their sourcing.

“We don't have lulls anymore. It's a total **game-changer**.”

*Independent Dealer
Rob Ferdinand*

If you want to sell more, you have to source more in-demand, profitable vehicles. Rob uses Stockwave to:

- Filter cars by price category, fast
- Narrow his selection to cars that meet his minimum condition requirements
- Automatically factor in Market Days Supply

The screenshot displays the Stockwave interface with the following sections:

- OBJECTIVES**
 - PROJECTED PROFIT**
 - Meets Objective (790)
 - Below Objective (0)
 - No Profit (0)
 - MAX MILES/YEAR**
 - 20k (7645)
 - 17.5k (7261)
 - 15k (6658)
 - 12.5k (5455)
 - 10k (3692)
- VEHICLE INFO**
 - MAX ODOMETER**
 - 75k (7907)
 - 100k (8128)
 - 50k (7281)
 - 25k (3953)
 - 10k (461)
 - MIN CR GRADE**
 - 3 (7907)
 - 3.5 (6841)
 - 4 (5295)
 - + Show All

Vehicle listings shown:

- 2014 Ford Focus SE: \$1,295/mi, 36,238 mi, \$1,908 profit
- 2015 Ford Focus SE: \$1,539 profit
- 2015 Ford Focus SE: 30,028 mi, \$1,908 profit
- 2015 Ford Focus SE: 25,941 mi, \$1,539 profit

THESE RESULTS ARE
**POSSIBLE FOR YOUR
DEALERSHIP, TOO.**

Now that you know these dealers' secret—the wholesale sourcing technology of Stockwave—nothing's standing in your way.

Ready to get the right cars for the right money every time? See the technology in action now at Stockwave.com/tour