



CarGurus Onboarding Checklist Resource Center User Guide

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CarGurus Onboarding Checklist Resource Center



Product Information

Specifications

- **Product Name:** CarGurus
- **Function:** Online platform for dealerships to manage their inventory and boost their brand
- **Contact Information:** 1-800-CARGURUS

Product Usage Instructions

Technical Set up

1. Activate your Dealer Dashboard login by contacting your Account Manager.
2. Add all important dealership contacts in the 'Settings' tab of your Dealer Dashboard.
3. Update your contact information and lead email address in the 'Settings' tab of your Dealer Dashboard.
4. Set up your billing and payment information in the 'Billing' tab of your Dealer Dashboard.

Manage your Inventory

Follow these steps to effectively manage your inventory:

1. Use the Pricing Tool to control your deal ratings. This tool allows you to adjust prices to attract more customers.
2. Utilize the Market Analysis tool to identify vehicles that shoppers are looking for in your local market. This will

help you make informed decisions about which vehicles to stock.

Boost your Brand

Enhance your dealership's brand presence with these strategies:

- Integrate Deal Rating Badges on your dealership website. These badges provide shoppers with third-party price validation, boosting their confidence in your pricing.
- Provide shoppers with more information about your dealership on your Dealer Branding page. This will help you stand out from competitors.
- Manage and respond to all customer reviews for a positive online presence. Engage with customers and address any concerns promptly.
- Add links to your social media pages in the Settings tab of your Dealer Dashboard. This will allow customers to easily connect with your dealership on various platforms.

Frequently Asked Questions (FAQ)

Q: What should I do if I have questions?

A: If you have any questions, please reach out to your dedicated Account Manager at 1-800-CARGURUS.

Dealer Onboarding Checklist

Set your dealership up for success on CarGurus using this checklist

Technical Set up

- Have your Dealer Dashboard login activated from your Account Manager
- Add all important dealership contacts in the 'Settings' tab
- Update your contact information and lead email address in the 'Settings' tab
- Set up your billing and payment information in the 'Billing' tab

Manage your Inventory

- **Use the Pricing Tool to control your deal ratings**
 - Increase pricing without impacting deal ratings
 - Decrease pricing to move your listing into the next deal rating bracket
- **Use the Market Analysis tool to identify vehicles shoppers are looking for in your local market**
 - Scope out your competition to see how your inventory stacks up
 - See the most-viewed model years and trim levels over the last 30 days
 - Acquire inventory based on popular searches in your market

Boost your Brand

- **Integrate Deal Rating Badges on your dealership website**

Ask your account manager for the website instructions. Adding deal rating badges provides shoppers with third-party price validation

- **Provide shoppers with more information about your dealership**

Add your hours, location, services, and anything that makes your dealership stand out to your Dealer Branding page.

- **Manage and respond to all customer reviews for a positive online presence:**

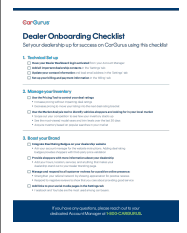
- Strengthen your referral network by showing appreciation for positive reviews
- Respond to negative reviews to show that you care about providing good service

- **Add links to your social media pages in the Settings tab**

Facebook and YouTube are the most used among car buyers.

If you have any questions, please reach out to your dedicated Account Manager at 1-800-CARGURUS.

Documents / Resources

	<p>CarGurus Onboarding Checklist Resource Center [pdf] User Guide Onboarding Checklist Resource Center, Checklist Resource Center, Resource Center, Center</p>
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References

- [User Manual](#)