
How to build buyer confidence.

a vehicle history report guide
by **AutoRevo**.

Help your customers feel comfortable...

It's important to build confidence in the vehicles you sell.

A verified account of where a car has been and how well it's been cared for helps alleviate the fear that comes with purchasing a used vehicle. It also lets you build value and profit into those cars with great history reports - a one-owner vehicle with documented services at recommended intervals is worth more than one without that history.

Use the history reports to write the listing and tell the story... in a way, it's like letting the car speak for itself.



Building confidence through Vehicle History Reports

If you've signed up to have CARFAX or AutoCheck history reports displayed on your inventory, it's essential that you advertise this on your listings.

Sure, a potential buyer can click on the VIN and check these reports on their own, but pointing out the report saves time and helps build confidence in your inventory. A Vehicle History Report (VHR) from CARFAX or AutoCheck can increase perceived value and boost your reputation by showing shoppers you choose vehicles with good, solid histories behind them.

Make sure you mention your vehicle's VHR status clearly in every listing. It's one of those "best practice" things that successful dealers know to do... if you're not doing it already, you need to start today.

Vehicle History Reports tell a story

CARFAX has a "One Owner" status on its reports that highlights the fact that a vehicle only had one registered owner. "One Owner" should always be mentioned as early as possible in your description.

Here are a few examples:

"Call Joe Stevens on this gorgeous, low mileage, CARFAX One-Owner 2008 Ford Mustang GT."

"It's a CARFAX One Owner vehicle too! Loved and well cared for, it's easy to see it was someone's pride and joy."

Vehicle descriptions like these begin to “tell the story” of the vehicle and create a positive overall image of the car. When you run across a vehicle history report with excellent service history, you’ll want to mention that as well.

Be transparent about negatives and build more trust

You’ll occasionally run across a Vehicle History Report with an accident. Rather than not mentioning the accident to your customers, try being transparent. Read the report and gather what information you can. Often times the specific entry will say things like, “Minor damage to front; airbags not deployed.” or “Moderate damage to rear; vehicle drivable.” Call out the negatives in your vehicle description or walkaround video. It may sound counterintuitive, but it’s better for everyone in the end. Customers will appreciate your honesty, and you’ll avoid those uncomfortable situations where someone shows up for a test drive, only to be upset about the bumper dent you didn’t mention.

Here are a few examples:

“AutoCheck shows an accident with minor damage to front of the vehicle, and we found evidence of prior paint work on the driver’s front fender.”

When customers read the Vehicle History Report, they’re more likely to say, *“That makes perfect sense, the dealership already told me they found paint work there.”*

You’ve just become a transparent dealer worthy of a customer’s trust. With all the shady dealers out there, it’s important to build a reputation for being honest. If you sell the vehicle in the rest of your description, you can often overcome the accident report.

Interestingly enough, customers will typically finish reading a listing even when they're told a car has been in an accident. Minor accidents and repairs don't really worry customers - they're more concerned with a bad history report, title issues or odometer rollbacks. Being transparent and explaining potential issues will ease their fears and make them feel much more comfortable buying from you. It's much better than not saying anything and having customers find out blindly by running a Vehicle History Report on their own.

Remember to use CARFAX and AutoCheck reports to your advantage. Use them to "tell the story" about the vehicle and build confidence in the car, as well as your dealership. Transparency and honesty are key - set yourself apart from your competitors with full disclosure.

I'm Zach, AutoRevo's Dealer Trainer, and I'm here to help any way I can. I have an extensive background in marketing vehicles exclusively on the Internet. I'm not a software guy - I'm a car guy who experienced first-hand the value in the tools that AutoRevo provides. Feel free to contact me with any questions or concerns. I look forward to helping you be more successful.

We hope you enjoyed this guide...

Unlike other providers who forget about you until you complain about a technical problem, AutoRevo is dedicated to helping each and every dealer succeed.

This history report guide is one of many free guides that we provide for our dealers. We've worked with thousands of dealers through the years, and we want to share our knowledge and experience to help dealers be the best they can be.

Real data, real solutions, and real success. From vehicle acquisition to point of sale, we're with you every step of the way.

