

---

# How to make the most of eBay Motors.

an eBay Motors guide  
by **AutoRevo**.

# Boost exposure and get more leads...

With eBay Motors, even the smallest local dealer with a handful of cars can achieve a national reach.

With just a little bit of effort, you can figure out an eBay Motors strategy that really works for your dealership. You'll be surprised at how easy it is to get more leads from outside your local area.

Build good listings, build value in your dealership and yourself, and you'll experience success selling on eBay.



---

## Making the most of eBay Motors

eBay Motors is a great tool for auto dealers when it's used correctly. While most dealership marketing strategies focus on local customers, eBay Motors allows even the smallest dealership to operate on a huge national stage. Nearly 10 million viewers search eBay Motors monthly for their next vehicle. That translates to a lot of sales, so don't miss out!

We've found that a lot of dealers seem to be a little intimidated by eBay Motors. There's nothing to be scared of - anyone can use it, and it's very user friendly. The most important, and potentially most difficult, part is creating the content for your listing. Our recent ***How To Stage Your Vehicle*** guide, which is available on our website, is a great starting point for creating a successful listing for eBay.

In this guide, we're going to discuss two ways to list a vehicle on eBay Motors: Fixed Price Listings and the traditional Auction format. Both have good points and bad points, so what's important is to figure out which method works better for your dealership. After some trial and error, you'll find a method you prefer, and you'll be able to follow the same simple steps for every listing.

### Fixed Price Listings

This listing method advertises your vehicle at a set price, which is good for those of you working a "One Price" store. You know you're competitive in the market, but want the additional exposure that eBay brings.

---

A Fixed Price Listing allows you to showcase your vehicle on eBay Motors and use the listings as an advertising tool (instead of just a sales tool). You're selling the vehicle, but you're also promoting your dealership. It's all about building value.

You'll need to show why the vehicle is worth your asking price. This is where great photos and a detailed, custom description that highlights options will put you in the spotlight. To be successful, you have to use content and condition to build value in your vehicle, therefore justifying the price.

You do not have to be the cheapest on eBay Motors in order to be successful, you just have to show your customers that your vehicle, and your dealership, is worth the price you're asking.

## **Auction Listing**

There are three terms you may not be familiar with when it comes to an auction:

- **Minimum Bid** – This is the starting price of the auction.
- **Reserve** – This is a price you set that bidders cannot see, but must be met in order for the vehicle to sell.
- **Buy It Now** – This is the price you'd accept to end the auction and sell the vehicle.

There's a thought process that a lot of consumers associate with the word "auction." They want an exceptionally good deal, and they're hoping to purchase an item cheaper than they could get it anywhere else.

---

Auction Listings allow customers to bid on your vehicle. You can set opening bid, reserves, Buy it Now prices, and much more. Auctions are great because they engage the customer in the buying process. They're exciting for buyers and sellers because you can actively participate throughout the auction.

For optimal success, you should use one of eBay's Preferred Service Providers (PSP). Instead of just getting contact information for the auction winner, you get contact details for every single bidder. Using a PSP turns eBay Motors into a lead machine.

For best results, call every single person that bids on a vehicle and talk to them during the auction. Treat every single bidder like a customer that visited your lot; after all, they took the time to bid. For example, "Hey, I noticed you bid on our 2008 Toyota Tacoma, can I answer any specific questions about this truck for you?" Once you have them on the phone, you can identify their needs, and either end up selling them the listed truck - or perhaps another unit that's not even on eBay Motors!

### ***"When and what time should my listing end?"***

One of the questions we're asked the most often is when to end the listing. Whether it's Fixed Price or a standard Auction, people watching your listings receive notifications directly from eBay telling them when your listings are close to ending.

To be successful on eBay, you've got to give the highest number of bidders access to the listing. You want them in front of their computers, thinking about your vehicle.

---

While there's no exact science to this, here are some data observations from eBay that can help us figure out the best time to end an auction:

- Most people surf the net in the evenings when they get home from the office. Ending auctions during evenings between 6-8pm on the West Coast or from 9-11pm on the East Coast seem to be ideal.
- People are typically occupied during Friday evening and all day Saturday, so avoid closing your listing on those days.
- In some cases, Sunday evenings between 4-6pm on the West Coast (7-9pm on the East Coast) prove to be good times for an auction to close. It's assumed that most people are at home on Sunday evening in preparation for the start of the next week.
- During the week, Tuesdays through Thursdays seem to be ideal days for items to close, usually during the evenings. Thursday evenings in particular seem to be a really great time for auctions to close.

Using those stats, you should plan to end your listings on Tuesday, Wednesday, or Thursday evenings to give your dealership the best chance of success.

## **eBay Search Terms**

These are important terms that can be typed into the eBay search bar in order to locate your vehicle. Often these are called "money words," as they allow you to showcase the content that makes your vehicle unique. In the AutoRevo system, the search terms are entered as the Subtitle under the listing page, but your provider might include the field somewhere else.

Find out where your terms should be entered and maximize your chances of a successful auction. Phrases like “King Ranch, Premium Package, Navigation, Sunroof, Reverse Camera, Bose, Heated Leather,” are all examples of words you’d want to use to help buyers find your inventory.

These money words show up under the heading at the top of the page when viewing a listing, and are also used as an advertising tool when searching in categories to help a vehicle stand out.



[Chevrolet : Tahoe LTZ 1500 2WD 2014 ltz 2 wd navigation sunroof leather heated r...](#)

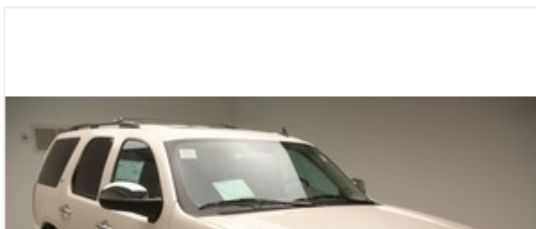
Year: 2014  
Mileage: 0

[Watch this item](#)

**\$53,126.00**  
or Best Offer

## 2014 Chevrolet Tahoe LTZ 1500 2WD

2014 LTZ 2WD Navigation Sunroof Leather Heated Rear DVD V8 Vortec Satellite



Item Location: Vernon, Texas, United States

Time left: **11d 20h** (Sep 23, 2013 07:33:09 PDT)

Price: **US \$53,126.00**

[Buy It Now](#)

---

## Build your reputation

Once you've branded your dealership so that it's easily identifiable on eBay, you'll want to concentrate on getting positive feedback. As with any channel, customers will read reviews in order to feel comfortable buying from someone they've never done business with before. Since many eBay Motors customers are out-of-state buyers, your online reputation is tantamount to your physical dealership's reputation. Customers will search for your dealership's website, they will read the "About Us" section on your website, and they'll look for reviews to see if you're someone they can trust.

## Start Selling!

A lot of planning that goes into a successful listing, but it doesn't take much to figure out the process. You'll figure out what works well for your dealership, and then build on it to define your eBay Motors sales strategy.

Build good listings, build great value in both your dealership and yourself, and you'll experience success selling on eBay.

*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.

