

## The Smart Way to Remarket

Eligible dealers have another easy, efficient, and cost-effective way to remarket used vehicles and keep their inventory turning — it's called SmartLane.

SmartLane allows eligible dealers to offer their used vehicle inventory for sale in GMAC's open auction lane. GMAC has premier lane locations and selling times at GMAC-sponsored auctions nationwide.

For details about SmartLane, contact your GMAC representative or call 1-877-273-5572.

## Moving Your Vehicles the Smart Way

There are three ways to effectively remarket your vehicle:

### The retail lot

Give your sales staff 45 days to sell the vehicle. Follow your usual advertising and promotional procedures. If the vehicle is not retailed within 45 days, proceed to...

### SmartAuction

As a SmartAuction dealer, you are eligible to liquidate unsold used vehicles on SmartAuction, a virtual marketplace for dealers like you, looking to buy and sell quality used vehicles. Post your vehicle on SmartAuction with digital images and condition reports for five days, if needed. That's like having up to five separate auctions, each with thousands of attendees. If the vehicle doesn't sell in that time, repost it for another five days. If the vehicle doesn't sell after 10 days, proceed to...

### SmartLane

Sell in GMAC's lane at one of the premier auctions in the country. Full-time remarketing specialists at the auction will help you with the sale process.

Your previous month's SmartLane sales percentage determines your final cost. *The higher your sales percentage, the less you pay.*

### Fees

Tier	Sales%	SmartLane Fee	Auction Sales Fee	Dealer Cost
III	>=60	\$100	\$100	\$200
II	40 - 59.9	\$100	\$150	\$250
I	<40	\$100	\$200	\$350

**Bottom line:** SmartAuction and SmartLane give you two extra opportunities to sell your vehicle at competitive market prices. Get all the details. Contact your GMAC representative today.



## The Retail Lot



### Tips:

- Keep the vehicle washed, visible, and ready to drive at all times
- Keep a condition report available for prospective buyers
- Have warranty terms, if any, available
- Establish a realistic price range
- Be ready to provide GMAC vehicle financing options

## SmartAuction



### Tips:

- Use the SmartAuction Auction History Report to gauge the vehicle's current wholesale value
- Inspect the vehicle and provide a complete condition report with full disclosure
- Post clear digital images of the vehicle — include several views
- Feature the vehicle's value-added options in your digital images
- Utilize Buy-It-Now pricing to maximize sales opportunities

## SmartLane



### Tips:

- Execute and provide a Power of Attorney and a Vehicle Authorization Request to the SmartLane auction specialists prior to submitting your vehicle for sale
- Deliver the vehicle and title to the auction at least five business days prior to the auction
- Obtain prior sales data from local Remarketing Specialist to help price vehicle for SmartLane
- Provide full disclosure of vehicle condition
- Vehicles should be cleaned, reconditioned, and ready for sale
- All expenses and fees will be deducted from the proceeds of the sale

*For complete details about SmartLane, contact your GMAC representative.  
Then sell your vehicle the smart way.*

**smartauction.biz**