

## A Virtual Inventory at Your Fingertips

Virtual Showroom provides you with a unique view of vehicles on SmartAuction by creating a searchable “virtual inventory” for use by your sales staff with your customers. If you don’t have the right vehicle in stock, simply open up Virtual Showroom so your staff can help your customers find the right vehicle.

Easy, flexible search options put your customers in the driver’s seat by allowing them to search SmartAuction’s huge inventory for just the right vehicle, without disclosing the vehicle’s exact location or its opening price in the auction. There are many benefits of having Virtual Showroom in your dealership:

### Maximize Used-Vehicle Sales

- Gives your customers access to a virtual inventory of thousands of quality used vehicles without having to stock them on your lot
- Gives you detailed search options that allow you to quickly find a vehicle the customer wants
- Gives your sales staff access to virtual inventory to maximize their opportunities
- Allows you to put together a deal before the customer leaves the showroom

### Reduce Expenses/Maximize Profits

- Helps reduce holding costs and other expenses associated with carrying inventory
- Helps increase retail unit sales
- Helps improve Gross Profit per Unit Retailed
- Helps improve used-vehicle turn rate
- Helps generate positive cash flow

With Virtual Showroom, you can bring the customer into the process before you’ve purchased the vehicle for your inventory. This helps you improve inventory turn and reduce expenses associated with stocking your lot. It also shows your customers you are the dealer who can help them find the vehicles to meet their needs.



**Q. What is Virtual Showroom?**

A. Virtual Showroom provides you with a unique view of vehicles on SmartAuction by creating a searchable “virtual inventory” for use by your sales staff with your customers. If you don’t have the right vehicle in stock, Virtual Showroom allows you to help the customer to find the vehicle they want and put together a deal before they leave the store.

**Q. How will Virtual Showroom help me?**

A. Virtual Showroom helps improve inventory turn and reduce expenses associated with carrying inventory, maximizes your sales staff’s opportunities to close deals, and shows your customers you are resourceful.

**Q. Can customers see the wholesale price of the vehicle?**

A. No. The vehicle’s opening price for the auction, as well as its exact location, are not displayed in Virtual Showroom.

**Q. How do I get access to Virtual Showroom?**

A. You can access Virtual Showroom by logging into SmartAuction with the unique “Salesperson ID” provided and a password you set up. For help getting started, just call your GMAC Account Executive, or call SmartAuction Sales Support at **1-877-273-5572**.

**Q. How much does Virtual Showroom cost?**

A. As a SmartAuction dealer, you already have access to Virtual Showroom at no additional cost.

**Q. Is any commitment required?**

A. No.