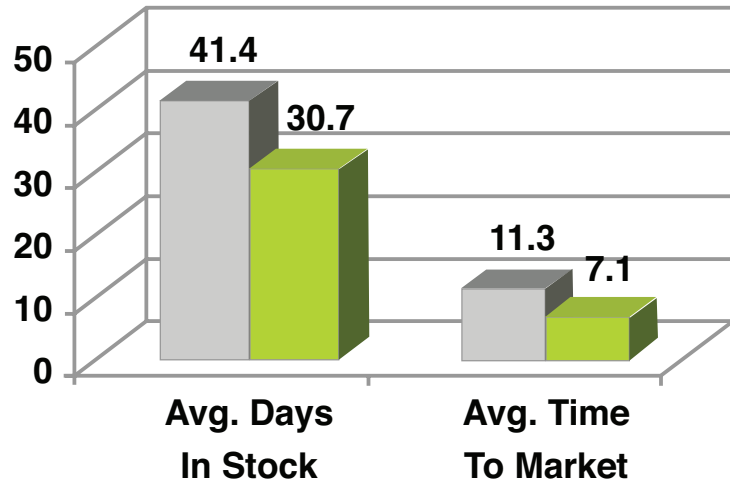


# Increase Profit through Photography

Send an email to [photoguide@ecarlist.com](mailto:photoguide@ecarlist.com) to receive our 4-page guide to dealership photography.



## Taking ownership of vehicle photography and merchandising leads to increased profits for dealerships.

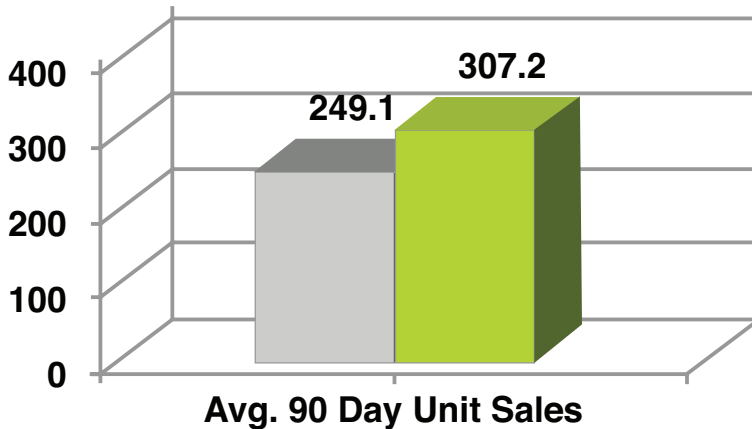
The results of a three month study conducted by eCarList shows that dealers can increase annual profit by \$288,000 by bringing outsourced photography and merchandising in-house.\*

### In-house merchandising on average:

- decreased time to market by 4.2 days
- decreased days in stock by 10.7 days
- increased average 90 Day Unit Sales by 23%
- increased average 90 day profit by \$72,000\*\*
- increased annual profit by \$288,000

*\*Data based on figures obtained from a representative sample of comparable sized/style inventory from 20 franchise dealers between October 15, 2010 and January 15, 2011. All dealerships used eCarList for inventory management, syndication, and websites; 10 took photos in-house and managed the merchandising process internally, the other 10 use various "lot service" companies.*

*\*\*Based on an average profit assumption of \$ 2,000 per unit.*



## Merchandising

Outsourced (Lot Service)
  In-House