

Help Your Inventory Stand Out

USE MERCHANDISING TO CONNECT WITH BUYERS



Confidence Comes Standard.®

Cars.com has a new, innovative way for car shoppers to fine-tune their vehicle criteria search – making your inventory stand out even more on Cars.com. Here are some of our best tips and techniques to make sure shoppers find your vehicles and dealership.

New search feature Merchandising tools help you get the most out of your inventory

Narrow Your Search

Price
 Up to \$5,000 (3)
 \$5,001-\$10,000 (62)
 \$10,001-\$15,000 (78)
 \$15,001-\$20,000 (92)
 \$20,001-\$25,000 (14)
 Not Priced (9)
 »Select More Than One...

Mileage
 10,000 or less (19)
 20,000 or less (58)
 30,000 or less (108)
 40,000 or less (141)
 »View More...

Year
 2009 (17)
 2008 (81)
 2007 (25)
 »View More...
 »Select More Than One...

Style
 Limited (37)
 XLS (38)
 XLT (168)
 XLT Sport (1)
 Unknown (19)
 »Select More Than One...

Exterior Color
 Silver (2)
 Black (33)
 Blue (35)
 »View More...
 »Select More Than One...

Drivetrain
 4WD (6)
 4x4 (147)
 FWD (107)
 Unknown (3)
 »Select More Than One...

Additional Keywords:

 Match Any Words

Pricing – Always set a price. Without it, your listing falls to the bottom of search results and shoppers may miss you. Price consistently and competitively, and check for accuracy.

Photos – Use up to 32 high-quality photos, with multiple interior and exterior angles. Promote your dealership by including your sign in the photos.

Seller's Notes – The more you tell, the more you sell. Describe in detail what makes the car special. Share maintenance records and vehicle history, and include certification.

Batch Taglines – Use your batch tagline to give buyers a reason to choose your dealership. Promote storewide specials and highlight dealership expertise.

Keep Inventory Up to Date – Remove sold vehicles from your listings and avoid posting inventory you don't have in stock.

New search feature details

Our innovative new search functionality lets online car buyers shop for their next car the way they want to – with the ability to drill-down to criteria that makes it even easier for them to find your inventory. Shoppers can quickly and easily refine their search using vehicle specifics and even keywords such as “non-smoker” or “one-owner car” to find exactly what they’re looking for.

Search Criteria

- Certification
- Style
- Listing Date
- Price
- Exterior Color
- Photo Count
- Mileage
- Drivetrain
- Keywords
- Year
- Door Count
- And more

Make sure your inventory gets noticed.

To learn more about effective merchandising, contact your local Cars.com representative, call **800.298.1460**, email sales@cars.com or go to dealers.cars.com/tips to receive your Dealer Confidence Kit. To get even more tips, follow us on twitter.com/DealerADvantage.