

# CASE STUDY

*Speedcraft Volkswagen Customizes Process and Increases Speed to Market with Dominion Dealer Specialties*



## The Challenge

Speedcraft Volkswagen was looking for a way to streamline their inventory process from start to finish. They found selecting a Do-It-Yourself (DIY) package from Dominion Dealer Specialties would afford them the opportunity to do just that. “I came on board at a time when our store was looking to have more control over our inventory process,” says Richard Carr, Internet Manager. “We needed to have more direction on how we run our day-to-day business. Before, we only had a receptionist that would handle Internet leads and sometimes things would fall through the cracks.”

## The Solution

“With Dominion Dealer Specialties, we knew that we would be able to customize our inventory. With me overseeing every aspect of our inventory full time I was able to expand on different pricing strategies, take photos of both new and used vehicles, add vehicle comments, and increase our speed to market,” says Carr.

“I have never used any other tool besides Dominion Inventory, and I honestly feel like I don’t need to. It does the job I need it to do. I am out taking vehicle photos a few days a week. I like all the vehicles to have a uniform look, and I am able to ensure that all the specifications are to my standards when I go out and shoot. I will be introducing walk around video in the near future as I see the importance of it in terms of SEO,” states Carr.

## The Results

“Since implementation, we have been able to increase our speed to market and our turn on used cars. We are now able to get our vehicles online within 24 hours after acquisition. With Dominion Inventory I have truly realized how effective vehicle merchandising is. I print my own window stickers and buyers guide and market my inventory to multiple third-party sites,” says Carr. “The one thing I cannot live without is the business rules. It enables me to implement various cash incentives easily and quickly.”

“If any dealer is looking to take their inventory into their own hands, they should try Dominion Inventory. It is easy to use; I feel I get a great product and a great value,” states Carr.

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**Richard Carr,**  
*Internet Manager*

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