

# CASE STUDY

*Custom Car Care increases VDP views and sales with Dominion Dealer Specialties and Dominion StoryBuilder™*



“Dominion Inventory Manager helps ensure my cars are always front-line ready with the best merchandising.”

**Brian Martin**  
General Manager  
Custom Car Care

## The Challenge

Brian Martin, General Manager at Custom Car Care in Decatur, IN was frustrated with his dealership's inventory performance and was searching for a more seamless merchandising solution. Custom Car Care's photo needs were being handled by a part-time dealership employee and the process and timeliness of vehicle postings was inconsistent. Then one day a rep for Dominion Dealer Specialties stopped by the dealership. Martin knew he had found the solution to managing his inventory.

## The Solution

“It was perfect timing and the perfect solution, because I had an employee leaving for college,” states Martin. “My rep shows up two days a week and shoots professional photos of all my vehicles. I am able to get my cars ready for sale and online quickly.” In addition to Dominion Dealer Specialties full-service photography, Custom Car Care also uses Dominion StoryBuilder™ to streamline and facilitate managing and merchandising their vehicles. Unlike other automatic comment providers, Dominion StoryBuilder descriptions tell a story using rich data, narrative and consumer triggers to engage car shoppers. “I don't have time to generate a new story for every vehicle. Dominion StoryBuilder helps me quickly get my cars online and ready for sale,” adds Martin.

Martin reviews his inventory frequently using built-in Price Guidance to compare his cars to the competition's. “Dominion Inventory Manager lets me make adjustments to pricing and advertising to keep my cars competitive,” says Martin.

Dominion IVM Mobile App gives his staff complete inventory control with 24/7 mobile access. Martin accesses the mobile app often to load new photos as seasons change or to customize comments to keep inventory current. “Dominion Inventory Manager helps ensure my cars are always front-line ready with the best merchandising,” adds Martin.

Martin believes Dominion Dealer Specialties gives Custom Car Care a real merchandising advantage and admits that most of his competitors are still managing their photography needs in-house. “I can't beat the value considering the cost of labor, training and insurance, not to mention that the quality of the photos is much better.”

## The Results

“Dominion Dealer Specialties has definitely made a difference for my dealership. Our vehicles are getting noticed more and we're consistently seeing more VDP views than when we did our own photos.” In addition, Martin finds real value in the level of support he receives. “I'm amazed at the number of people who have reached out to me from Dominion. I have a stack of business cards. No matter who I call, I always find someone willing to help.”



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