



Carvana should be a wake up call for car dealerships!

Local car dealers with brick and mortar locations embedded in their communities can compete with the Carvana's of the world and actually do it better!

FRANKLIN , TN, USA, February 1, 2016 /EINPresswire.com/ -- Automotive dealers taking note of disruptive start-ups Carvana, Vroom and Beepi in attracting vehicle buyers are launching their own online purchase programs. Traditional dealers, fed up with taking a backseat are going on the offensive with iCar Guide's Car Buying Re-Invented Program. Dealers are finding that offering their community a local solution for online vehicle transactions improves website conversion and decrease the time doing paperwork at the showroom. What other program can a dealer launch, without a significant financial commitment or long term contract?

Not Your Tradition [Managed Chat](#)

Years ago online chat was a brand new way for dealers to engage visitors. Chat was viewed as a fast, easy way for consumers to obtain vehicle information without having to talk with a salesperson. But all you could do was chat. Also managed chat providers have left consumers wondering if these are robots or real people. Chat as a lead generation tool is declining because. Consumers are demanding more from a website during their vehicle search. To move the needle in 2016 dealers are going all in with online deals.

Realizing the opportunity

Today technology allows vehicle shoppers to not just chat, but transact. Transactions allows dealers to target consumers deeper in the buying process. The team at iCar Guide provides a comprehensive program to facilitate online transactions. Dealers are realizing tremendous success in building effective online programs for car buyers locally as well as in surrounding markets. [Car dealers](#) report that 15%-20% of their monthly deals initiated with iCar Guide. As one dealer put it, "This is totally new business we're winning, not reshuffled deals we'd have gotten anyways."

The Digital Divide in Automotive Retailing

The digital divide in automotive retailing is the gulf between those offering online transactions and those that don't. The gulf exists because some dealers have the knowledge and see opportunity and some do not. As David Andrew, Founder of iCar Guide states, "The online experience should be a playground where visitors can explore and enjoy in a collaborative shared experience with their Agent in much the same way as if they were actually at the dealership. Dealers that view it as adversarial are missing the opportunity. The team at iCar Guide is dedicated to creating an enjoyable and profitable experience for consumer and dealers. Consumers want to buy cars; they just don't want to be sold. We leverage technology so its easy for them to say YES. We remove the barriers"

The Carvana success story is a wake-up call for the automotive industry. The reality is, local car dealers with brick and mortar locations embedded in their communities can compete with the Carvana's of the world, and actually do it better! It's time to reallocate marketing dollars from

traditional media channels to deploy effective real-time transaction programs. The pace of life has increased thanks to technology and speed is the most important aspects of any dealer's business. The days of email activities to simply meet the demands of manufacturer's are over, its time to actively participate with online shoppers as if they were sitting at your desk at the dealership. Automotive dealers who are interested in starting their own Carvana like program today should contact iCar Guide immediately.

About iCar Guide: In 2015 iCar Guide successfully implemented for dealers nationwide, Canada, and Europe in addition to national brands. With tremendous results. visit iCarGuide.com for more details.

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