

# Facebook Sales Events Sell Dealers 30 to 50 Extra Cars as Gross Falls: Willowood Ventures Named Top Company for 2026

*As same-store gross falls and payment buyers take over, the sales event company behind 600 plus dealers reports a 90% rebook rate and 800% plus average ROI.*

APEX, NC, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Same-store gross is falling. Stickers are rising. The 2026 buyer is shopping the payment, not the hood ornament. Willowood Ventures, named the #1 [Automotive Marketing Agency](#) and Top [Facebook Sales Event](#) Company for 2026, says the dealers still moving volume this year are not buying more names. They are buying Set Appointments.

The Presidio Group's Q2 2026 report put numbers on the squeeze. Same-store gross per new vehicle fell 12.3% to \$3,161. Public group operating margin landed at 3.6%, down from 4.4% in the first half of 2025. New vehicle sales are tracking near 16 million units, steady but not growing, while tariffs add another 2 to 4% to sticker prices. Haig Partners puts the average transaction near \$45,000, roughly 22% above pre-pandemic, and the average vehicle on American roads is about 13 years old. Across the industry, 2026 is being called the year of affordability and the payment buyer.

"You do not fix a \$3,161 gross problem with more impressions," said Dominic Scruggs, founder and CEO of Willowood Ventures and a former general manager with more than 20 years in retail



Willowood Ventures Facebook Sales Events help car dealerships sell 30 to 50 extra cars per event



The Willowood Ventures automotive BDC answers 98.6% of leads with an average reply under three minutes

automotive. "You fix it with real customers holding real appointments on your showroom floor. Appointments move metal. Everything else is noise."

Willowood runs Facebook Sales Events: short, high-intensity sales driven by paid social, worked by an in-house [automotive BDC](#), and watched live by the dealer. A typical 7-day event sells 30 to 50 extra cars. More than 600 dealer partners across all 50 states, Canada, and Mexico run their dealership marketing through the firm, a Meta Certified Partner managing over \$4 million a month in social ad spend. Ninety percent of dealers who run one event book another. Average ROI runs north of 800%, and 65% of new business arrives as a referral.



Chris Perry joins Willowood Ventures as National Sales Director after decades in automotive, most recently with LotLinx

Look at the boards. A Buick GMC dealership in Missouri ran a 5-day event, took 317 appointments, sold 62 units, and booked \$297,688 in gross. The store said, "We saw a 276% showroom traffic increase during our first Facebook Sales Event. Best campaign in our store history." A Toyota dealership in Arizona set 462 appointments and delivered 41 units for \$186,550 in gross in five days. A Ford dealership in Texas moved 57 units in three days off 174 appointments. Benson Automotive summed up its event in five words: "13x ROI. The easiest event we have ever done." Lithia Hyundai reports "a little over \$15 return for every dollar spent."

What separates a Willowood event from typical dealership advertising is what happens after the click. The car dealership BDC is live 24/7/365, US-based, and bilingual in English and Spanish, holding a 98.6% lead response rate with an average reply under three minutes. Agents book the time, confirm the time, and keep the board honest. That is automotive lead generation measured in chairs, not clicks, turning car sales leads into customers with a clock time attached.

Around the event, Willowood runs automotive social media marketing on Meta, automotive digital marketing that goes live the day before the sale, automotive email marketing for confirmations and rebooks, automotive CRM integration so no lead dies in a database row, and automotive SEO behind the event pages. Packages scale from the Bronze 2-day event with 50 plus Set Appointments to the Elite 10-day event with 250 plus Set Appointments.

Demand has the bench getting deeper. Chris Perry joins as National Sales Director after decades in automotive, most recently with LotLinx. Ashley Alvarez joins as Director of People Operations following a long human resources career with Anderson Automotive Group.

In the year of affordability, dealers do not need another vendor. They need units. The full walkthrough of how a Facebook Sales Event works is at <https://willowoodventures.com/sell-more-cars/>

#### About Willowood Ventures

Willowood Ventures is an automotive marketing agency headquartered in Apex, North Carolina, running Facebook Sales Events for car dealerships across the United States, Canada, and Mexico. The company serves 600 plus dealer partners and manages more than \$4 million per month in social advertising as a Meta Certified Partner. Phone: 843-310-4108. Email: [info@willowoodventures.com](mailto:info@willowoodventures.com). Web: <https://willowoodventures.com>

Dominic Scruggs

Willowood Ventures

+ +1 843-310-4108

[info@willowoodventures.com](mailto:info@willowoodventures.com)



Ashley Alvarez joins Willowood Ventures as Director of People Operations after a long HR career with Anderson Automotive Group

---

This press release can be viewed online at: <https://www.einpresswire.com/article/936768070>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.