

White-Label Auction Platform -

BidYourLot.com

Complete Sales Enablement Package for Dealer Partners

Prepared for: Dealership Principals, General Managers, Used Car Directors & BDC Managers

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What's Inside This Kit

Information and data regarding the first and only Dealer to Consumer Auction Website designed to increase customer engagement and create additional revenue in Franchise and Independent Dealerships. Designed by a Dealer for Dealers.

SECTION 1

Value Proposition Summary

Flip the script on new and used vehicle sales: instead of dealers competing against each other on price, let *buyers* compete against each other — driving prices up and putting your dealership in control. A new way to allow buyers to negotiate on a vehicle they may want to buy.

Core Benefits

- **Dealer-Branded, White-Label Platform:** Every auction runs under *your* dealership's name, logo, and domain. Buyers see your brand — not a third-party marketplace. In a world where **71% of buyers start on third-party sites** like Autotrader and CarGurus, this is your chance to own the customer relationship from first click to final bid.
- **Competition-Driven Pricing:** Timed auctions create urgency and buyer-vs-buyer competition. When multiple buyers bid on the same vehicle, prices rise organically — no negotiation, no

discounting, no race to the bottom. Dealers using auction models can expect up to a **22% higher average closing price** compared to traditional negotiation.

- **Online-First Buyer Capture:** With **92% of car buyers researching online** and spending an average of **14 hours and 48 minutes** before visiting a lot, your platform meets them where they already are. Mobile-first design ensures you capture the growing segment of buyers who research and transact entirely from their phones.
- **Faster Inventory Turns:** Timed auction cycles — typically 7-10 days — compress the sales cycle dramatically. Dealers should see up to **40% faster inventory turn rates**, freeing up capital and lot space for fresh stock.
- **Expanded Buyer Reach:** Your auctions are accessible to qualified buyers beyond your immediate trade area. With **75% of buyers open to brands they've never owned**, geographic and brand barriers are falling fast. A branded auction platform extends your reach by **3x or more**.
- **EV-Ready for 2026 and Beyond:** With **300,000+ off-lease EVs** flooding back to market in 2026 — a 200%+ year-over-year increase — dealers need efficient channels to move this new inventory class. The platform supports EV-specific disclosures, battery health data, and targeted buyer matching.

Company Statement

"We don't sell cars. We build the arena where your buyers compete for them."

The Bottom Line

Dealers who adopt a white-label auction model will capture more buyers, close at higher prices, and turn inventory faster — all under their own brand. In a 2026 market defined by fragmented buyer journeys, rising loan rates, and a flood of off-lease EVs, this platform isn't an experiment — it's the competitive infrastructure your dealership needs to lead.

Why Have your Own Auction Site?

BidYourLot.com

Your Dealership - Your Brand - Your Auction.

Why Now? The 2026 Used Vehicle Market Demands a New Approach

- **87% of Americans** dislike the traditional dealership buying experience — buyers want transparency and control. There has never been a better time.
- **300,000+ off-lease EVs** are returning to market in 2026, creating unprecedented inventory pressure.
- Auto loan rates averaging **~7.1% for used vehicles** make buyers hyper-cautious and comparison-obsessed looking for the best deal.
- **50%+ of consumers** have already used AI tools while researching vehicles — the buyer is more informed than ever. Beat the competition, don't worry about them.

How It Works

Step 1: LIST	Step 2: LAUNCH	Step 3: COMPETE	Step 4: CLOSE
Vehicles are uploaded with photos, disclosures, and a starting price. Takes less than 5 minutes to select vehicles.	Your branded auction goes live on your site. buyers are directed to a landing page which motivates them to join.	Qualified buyers bid against each other in a timed auction. Prices go up , not down.	Winning buyer is notified. You handle Payment, delivery or pickup — your process, your way.

Key Benefits

- **100% Your Brand:** White-label platform with your logo, your colors, your domain — buyers never leave your ecosystem.
- **Buyers Compete, You Win:** Auction dynamics create natural price escalation — no more negotiating against yourself.
- **Reach Beyond Your Lot:** Attract online buyers who would never walk onto your lot but will happily bid from their couch.
- **Move EVs with Confidence:** Purpose-built tools for the 300K+ off-lease EVs hitting the market this year.
- **Turnkey Setup:** Live in as little as 14 days. No IT team required. Full onboarding and support included.

Results You Can Expect

+22%	40% Faster	3x Reach	-15% Cost
Projected higher average closing prices vs. traditional negotiation	Possible Inventory turn rate compared to lot-only sales	Potential buyer reach beyond your immediate trade area	Potential lower effective acquisition cost per sold unit

Ready to see it in action?

[Schedule your personalized demo today.](#)

SECTION 3

Website Landing Page -Specials Page

Ready-to-Deploy Web Content

Landing Page Content - [ABC Motors | Online Vehicle Auction](#)

Stop Competing on Price.

Start Creating Competition.

The white-label auction platform that turns your dealership into a destination — where buyers compete for your vehicles, not the other way around.

Example Auction Site:

The screenshot displays the ABC Motors website interface. At the top is a blue navigation bar with the ABC Motors logo, links for Home, Browse, Sell, and Search, and user information: Hello Jimbo626, My Account, and Sign Out. Below the navigation bar is a promotional banner with the following text:

ABC MOTORS
Now You Can Purchase a Retail Vehicles at a Wholesale Price!
Bid or Buy Now and Complete the Purchase Online or at One of Our Dealerships!
There is no Registration Necessary to Browse!
Search Now or Register to Bid!
Vehicles are on the Auction Site for 7 Days!

Below the banner is a filter bar with options for Home / Browse, Active, Completed, Sort, and Ending Soon. The main content area features a grid of four vehicle listings, each with a photo, title, current bid, and time remaining:

Vehicle	Current Bid	Time Remaining
2019 Jeep Grand Cherokee Altitude	\$14,900.00	1 Day 07:36:50
2019 Kia Optima LX	\$8,495.00	1 Day 22:54:50
2020 Kia Sorrento S	\$18,999.00	4 Days 23:01:50
2019 Jeep Grand Cherokee Altitude	\$11,000.00	9 Days 23:53:50

At the bottom of the page, there is a footer with the date: Monday, April 27, 2026 8:05 AM, and a navigation menu: Help, Contact Us, About Us, Terms & Conditions, Privacy Policy, Site Map. A copyright notice is also present: © Copyright 2026 B4Auctions.com. All Rights Reserved. No part of this web page may be reproduced in any way without the prior written permission of B4Auctions.com.

Why a Landing Page and Auction Site?

The Dealership Dilemma in 2026

The new used vehicle market has fundamentally changed. And most dealerships are still playing by yesterday's rules.

- **Your buyers are already gone before they arrive.** 92% of car buyers research online before setting foot on a lot — spending an average of 14 hours and 48 minutes across 4.2 websites. By the time they walk in, they've already decided what they want and what they'll pay.
- **Buyers don't trust the process.** 87% of Americans say they dislike the traditional dealership experience. They want transparency. They want control. They want to feel like they're winning — not being sold to.
- **EV inventory is surging with no playbook.** Over 300,000 off-lease EVs are returning to market in 2026 — a 200%+ increase over 2025. Most dealers lack dedicated channels to price, market, and move these vehicles efficiently. Either Wholesale them or market them.
- **Rates are squeezing margins from both sides.** With used auto loan rates averaging ~7.1%, buyers are more cautious than ever. Meanwhile, over 50% of consumers are now using AI tools to research and compare vehicles — meaning they arrive armed with more data than your sales team.

The old model — wait for foot traffic, negotiate one-on-one, hope for the best — is no longer sustainable.

The Solution







Introducing Your Branded Auction Platform from BidYourLot.com

Imagine a platform that lives on *your* website, under *your* brand, where every vehicle you list launches a timed auction — and qualified buyers compete against each other to win it.

No third-party marketplace taking your leads. No price wars with the dealer down the street. No endless back-and-forth negotiations. Just transparent, competitive bidding that consistently drives prices **above** what traditional negotiation delivers.

This is not wholesale. This is not Manheim. This is a **retail-facing, consumer auction** — fully branded to your dealership — where the buyers in your CRM, on your website, and in your market compete for your inventory in real time.

Features

Feature	Description
 Fully Branded	Your logo, your colors, your domain. Buyers experience your brand from first bid to final purchase. No competing dealer ads. No third-party branding.
 Timed Auctions	Set auction windows of 7-10 days with automatic relisting. Countdown timers create urgency. Anti-sniping extensions keep bidding fair and active.
 Transparent Pricing	Buyers see all bids in real time. Full disclosure of vehicle condition, history, and inspection reports. Transparency builds trust — and trust drives higher bids. Buy Now can be used online or in the showroom.
 Mobile-First Design	Responsive, app-like experience designed for the 70%+ of buyers who research on their phones. Bid notifications via push, text, and email keep engagement high.
 Competition-Driven	Multiple buyers bidding on one vehicle is the engine that drives prices up. Average auction closing prices may run up to 22% above traditional negotiated sales without a salesperson.
 Turnkey Setup	Go live in as little as 14 days. No IT team needed. We handle integration, training, and ongoing support. Your team focuses on what they do best — selling cars.

How it Works

Step 1	Step 2	Step 3	Step 4
List Your Vehicle Vehicles are uploaded with photos. You decide on vehicles, starting price, reserve and Buy Now. Five minutes, start to finish.	Launch Your Auction Go live and post vehicles. Landing page and Website drive buyers. Notify your buyer database via email and text.	Buyers Compete Qualified buyers place bids in a timed auction. Prices rise with each competing bid.	Close the Deal The winning bidder completes the purchase through your standard process. You stay in control.

Why Wait? The Future is Now!

The 2026 used vehicle market won't wait. Your buyers are already online, already researching, and already comparing you to everyone else.

Give them a reason to stay on *your* platform — and a reason to compete for *your* inventory.

You have nothing to lose.

Frequently Asked Questions

Q: How long does it take to get set up?

A: Most dealerships are fully live within 14 days. Our onboarding team handles platform configuration, connection to inventory management company, branding, and training. Your team can list their first vehicle on day one of launch with a click of button.

Q: Do buyers need to create an account to bid?

A: Yes — and that's a feature, not a friction point. Registered bidders give you a verified lead database. Every person who creates an account on your platform is a qualified, in-market buyer you can remarket to.

Q: What happens if a vehicle doesn't meet its reserve?

A: You're always in control. If bidding doesn't reach your reserve price, the vehicle simply doesn't sell. You can relist it, adjust pricing, or move it to your traditional sales channel with zero penalty.

Q: Will this cannibalize our showroom sales?

A: The opposite. Auction buyers are primarily incremental — they're online-first shoppers who may never visit your lot. Meanwhile, the buyer data and engagement you capture through the platform feeds your BDC pipeline for showroom follow-ups.

Q: How is this different from wholesale auction platforms like Manheim?

A: Completely different model. Manheim and ADESA are dealer-to-dealer wholesale platforms. This is a *retail-facing, consumer auction* under your own brand. Your buyers are end consumers, not other dealers. And the profits stay entirely with you. There is no other Company that provides this.

Q: What does it cost?

A: Pricing is tailored to your dealership's volume and needs. Most dealers should see full ROI within the first 30 days based on higher closing prices alone. Schedule a demo and we'll walk through a customized cost model for your store.

SECTION 4

Objections

Responses to the Top 12 Dealer Objections

#	Objection	Response
1	"We already sell our cars just fine the traditional way."	That's great — and we're not asking you to abandon what works. But consider this: 87% of Americans dislike the traditional dealership experience , and buyer behavior is shifting fast. An auction channel runs alongside your existing process and captures the growing segment of buyers who prefer transparency and online engagement over lot visits. It's not a replacement — it's an expansion.
2	"Online auctions will cannibalize our lot sales."	We expect the opposite effect. Auction buyers are primarily incremental — online-first shoppers who may never walk onto your lot. 92% of buyers already research online across an average of 4.2 websites. The platform captures those buyers <i>before</i> they land on a competitor's site. Meanwhile, the engagement data and lead capture feed your BDC pipeline for showroom follow-ups.
3	"Our customers want to see the car in person before buying."	Many do — and nothing stops them. The platform supports in-person previews, test drives by appointment, and detailed inspection reports with photos. But the data shows that buyer expectations are changing: 75% are open to brands they've never owned , and many are comfortable making purchase decisions based on comprehensive online information. The auction is the commitment mechanism — the test drive can still happen.
4	"This sounds expensive — what's the cost?"	Pricing is structured to align with your volume and goals. But here's the real cost question: what's it costing you right now to hold aging inventory, negotiate below market, and lose online buyers to competitors? Expectations are up to 22% higher closing prices and 40% faster inventory turns . You should see full ROI within the first 30 days. Let's build a cost model specific to your store in the demo.

#	Objection	Response
5	“We tried something like this before and it didn’t work.”	We hear that often — and it usually comes down to execution, not concept. Earlier platforms may have lacked white-label branding, mobile optimization, or proper buyer engagement tools. This platform is purpose-built for the 2026 market: mobile-first, fully branded, with built-in auction mechanics like anti-sniping, reserve pricing, and automated buyer notifications. The technology has caught up with the idea.
6	“Our customers aren’t tech-savvy enough for online bidding.”	If your customers shop on Amazon, book flights online, or use a smartphone, they can place a bid. The interface is intentionally simple — three taps to bid. And consider that over 50% of car buyers are already using AI tools during their research. Today’s buyers are more digitally capable than ever. The platform meets them at their level.
7	“Won’t this just attract lowball bidders?”	Just the opposite. You set the starting price, the reserve and the Buy Now Pricing. Bidding can only go <i>up</i> from there. The competitive dynamic is the key: when multiple buyers are bidding on the same vehicle, they’re not trying to lowball you — they’re trying to outbid each other. That’s why auction closing prices should average 22% above traditional negotiated prices.
8	“We don’t have time to manage another platform.”	Posting vehicles takes less than 5 minutes. Auction management is automated — timed starts, countdown, notifications, and closing are all handled by the platform. Your team’s only job is to list and fulfill. Most dealers find it <i>saves</i> time compared to the hours spent on back-and-forth negotiations per unit.
9	“Won’t this affect our showroom process?”	Completely different model but can also be used in the showroom, the BDC and on the phone or in an email. Buyers can negotiate in the showroom or after they leave. They find a vehicle and make a bid or Buy Now. Negotiations are over and payment and delivery are next.
10	“What about vehicles that don’t sell at auction?”	You’re always in control. If a vehicle doesn’t meet your reserve price, it simply doesn’t sell — no penalty, no obligation. You can relist with adjusted pricing, extend the auction window, or move it to your traditional channel. The platform also provides bidding analytics so you can see exactly what the market is willing to pay, informing smarter pricing decisions.
11	“Our brand doesn’t need an auction — we’re a premium dealer.”	Premium buyers are the <i>best</i> auction participants. They’re competitive, financially qualified, and willing to pay more to win. Auction dynamics at the premium level drive significant price escalation. Think of it like a luxury real estate auction — scarcity and competition increase perceived value. The white-label branding ensures the experience matches your premium positioning.
12	“Can we control who bids on our vehicles?”	Absolutely. You can require buyer registration, set geographic restrictions, require pre-qualification or financing pre-approval, and even limit access to your existing customer database. You decide who enters your auction — from fully open public auctions to invite-only events for VIP buyers. Your platform, your rules.

SECTION 5

Evolution

New ideas and uses regarding your white-labeled auction site will arise weekly.

New tools to help buyers make decisions will be added along the way.

This may replace your way of negotiating in the future, where all negotiations are done on the app.

This is not a replacement of your marketing efforts, just a way to get better results by creating competition and urgency.

New ways to let non-buyers leave.

Special Dealer Group Section

#	Advantages to Dealer Groups
1	One auction site for all your dealerships.
2	Protects your data base by offering your entire inventory to buyers.
3	Negotiate on the auction and take delivery at any of your dealerships.
4	Provides the ultimate way to create a be back.
5	You become the competition instead of worry about the competition.

#	The Future
1	Using your auction site to negotiate every deal.
2	An auction based on monthly payments instead of price.

#	The Future
3	Allowing customers vehicles on your site on consignment.
4	Everything will eventually be totally automatic
5	Entire purchase completed on the auction site.

Schedule Your Demo Today

White-Label Auction Platform — Dealer Sales Kit | Confidential | April 2026

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All projected metrics are based on aggregated platform performance data and may vary by market, inventory mix, and dealer execution. Representative testimonials reflect typical experiences and are not attributed to specific individuals or businesses.