

# Dealer Onboarding Checklist

Set your dealership up for success on CarGurus using this checklist

## 1. Technical Set up

- ☐ **Have your Dealer Dashboard login activated** from your Account Manager
  - ☐ **Add all important dealership contacts** in the 'Settings' tab
  - ☐ **Update your contact information** and lead email address in the 'Settings' tab
  - ☐ **Set up your billing and payment information** in the 'Billing' tab
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## 2. Manage your Inventory

- ☐ **Use the Pricing Tool to control your deal ratings**
    - Increase pricing without impacting deal ratings
    - Decrease pricing to move your listing into the next deal rating bracket
  - ☐ **Use the Market Analysis tool to identify vehicles shoppers are looking for in your local market**
    - Scope out your competition to see how your inventory stacks up
    - See the most-viewed model years and trim levels over the last 30 days
    - Acquire inventory based on popular searches in your market
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## 3. Boost your Brand

- ☐ **Integrate Deal Rating Badges on your dealership website**
  - Ask your account manager for the website instructions. Adding deal rating badges provides shoppers with third-party price validation
- ☐ **Provide shoppers with more information about your dealership**
  - Add your hours, location, services, and anything that makes your dealership stand out to your Dealer Branding page.
- ☐ **Manage and respond to all customer reviews for a positive online presence:**
  - Strengthen your referral network by showing appreciation for positive reviews
  - Respond to negative reviews to show that you care about providing good service
- ☐ **Add links to your social media pages in the Settings tab**
  - Facebook and YouTube are the most used among car buyers.

If you have any questions, please reach out to your dedicated Account Manager at **1-800-CARGURUS**.