

Listings Overview

With your CarGurus package, you have access to:

→ Direct lead contact information

Names, emails, and phone numbers if provided on your unlimited leads

→ More ways for shoppers to reach you

Leads, website clicks (deep-linked to your website), map views and more

→ Dealership branding on CarGurus

Your dealership name, website, and contact information on VDPs as well as your own dealership page

All Dealer Dashboard features

Tools to track leads, access market data, and manage deal ratings and search rankings

Pricing Tool: See how adjusting prices impacts your deal ratings and search results positions compared to competitors' vehicles. Boost your exposure and maximize your margins.

Market Analysis Tool: Utilize market data on vehicle demand and supply to make informed inventory management, pricing and marketing decisions

LeadAI: Prioritize outreach to more engaged shoppers and improve outreach efficiency

Mobile App: Adjust prices to improve your deal ratings, receive push notifications to quickly respond to leads, check market prices for your vehicles with IMV Scan, make changes to your listings, and more from the palm of your hand with the new Dealer Mobile App.



→ Deal rating badges

Leverage 3rd party validation to drive attention on your website SRP + VDPs to your great and good deals

→ Managed text/chat

Avoid missed sales opportunities with CarGurus messaging experts answering questions 24/7

→ Pre-qualified leads

Get lower-funnel leads pre-qualified via soft-pull financing

→ Access to Autolist

Tap into another audience of shoppers who are highly engaged on mobile

→ Dedicated team

CarGurus experts to help you continuously optimize your performance

Pro Tip: Get lead best practices to help you convert leads into sales on our [Leads and Connections Page](#)

Questions on how to optimize your account?
Call your CarGurus representative at 1-800-CARGURUS.