

Your reputation online – just like at the physical auction or with your retail storefront – will define your success. And with OPENLANE's new Seller Performance Panel, buyers can now see your sales history. Because a good reputation means higher prices for each unit sold and more units sold, we've taken lessons from our best sellers and pulled them together to help you preserve your good name. In the end, these are all common sense – what do YOU expect when buying cars online?

The top five reasons for buyer dissatisfaction are:

1. **Basic vehicle misrepresentation** – List units with the correct VIN, options and mileage.
2. **Inaccurate vehicle listing category** – The vehicle listing category defines what protections the buyer gets in case of undisclosed damage and helps set expectations on what to expect for the purchase. Therefore, pick the category very carefully to ensure you are making a good trade-off between your sale price and your risk of arbitration. Please review the Terms of Use on OPENLANE.com for full definitions, but below is a summary of the vehicle listing categories:
 - OEM CPO Eligible is often used for an aged certified unit. It assumes all recon is complete and meets all OEM CPO standards; units must be sold from manufacturer franchisee. In return for the high standard, these units usually yield the highest prices paid relative to market.
 - Front Line Ready is often used for an aged unit. It assumes all recon is complete, has no prior paint, and is retail ready for any franchise dealer. In return for the high standard, these units usually yield above market prices.
 - As Described is often used for a late-model fresh trade. It assumes reconditioning is required but no major repairs required beyond items disclosed in announcements and condition report. These cars generally sell for market.
 - Major Defects Disclosed is used for older, perhaps damaged wholesale units. Vehicles in this category come with the fewest protections for buyers (almost an as-is for an online sale), meaning all major defects have been disclosed. These cars generally return lower than market.
3. **Undisclosed damage consistent with the Vehicle Listing Category** – Getting a vehicle with undisclosed damage, prior repair, check engine light on, mechanical or electrical issues dissatisfies the buyer and creates an arbitration for you. Take the time while LISTING to accurately note ANY damage, including prior damage that's been repaired. Even what you consider "normal wear and tear" should be listed with a \$0 repair cost. Add pictures of the damaged items, so buyers know what they are getting.
4. **Double sold units** – Once a bid meets your reserve, remove the vehicle from your "available for sale" lot and lists. But, if you do double sell a unit, contact OPENLANE.com ASAP – the sooner you let OPENLANE.com know, the less frustrated the buyer will be.
5. **Title Absent Sales** – If you have a vehicle with the title absent, make sure the vehicle is listed that way. Otherwise, buyers will expect the title immediately. The Seller Performance metrics shown to buyers includes the Average Time To Title, so it is important to get right.

For full details on the OPENLANE.com Terms & Conditions, please go to www.OPENLANE.com
Contact your sales representative at **866-969-0321**, if you have questions.