A DEALER'S CHECKLIST

7 questions every dealer should ask about inventory health

Every unit on your lot is a depreciating asset with its own risk profile. Use these questions to find where risk is building and where marketing dollars are being wasted.

01 **Which units lack the shopper demand to sell before they age?**

Age alone is a late signal. Flag at-risk VINs while margin still exists.

02 **How much of my ad spend goes to cars that would sell anyway?**

Self-sellers soak up budget while struggling units go unseen.

03 **Is my sticker priced to what buyers actually pay?**

Price new arrivals from the last 90 days of sold units, not the window sticker.

04 **How much carryover am I stacking against new model-year arrivals?**

Spot aging prior-model-year units early and set a clearance price path before new inventory arrives in volume.

05 **Are my markdowns going to the right units?**

Cut price where engagement is weakest. Protect gross where shoppers are already looking.

06 **Is my franchise exposure different from the market average?**

The right plan for one rooftop is the wrong one for another.

07 **Are my EVs on a different clock?**

Set EV-specific aging triggers and use OEM support while it's available.

REMEMBER

Every day a unit sits, it loses value and costs more to carry. The earlier you act, the more margin you keep.

HOW LOTLINX HELPS

Answer every question at the VIN level.

See demand on every VIN

Shopper demand tracked across dealer websites and our digital advertising network shows which units are at risk of aging.

Move spend where it's needed

Patented waterfall technology shifts ad dollars from units with enough traffic to the units that need exposure.

Measure what happened

See, VIN by VIN, where advertising dollars went and how many new shoppers they delivered.

Get your free inventory health check →

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