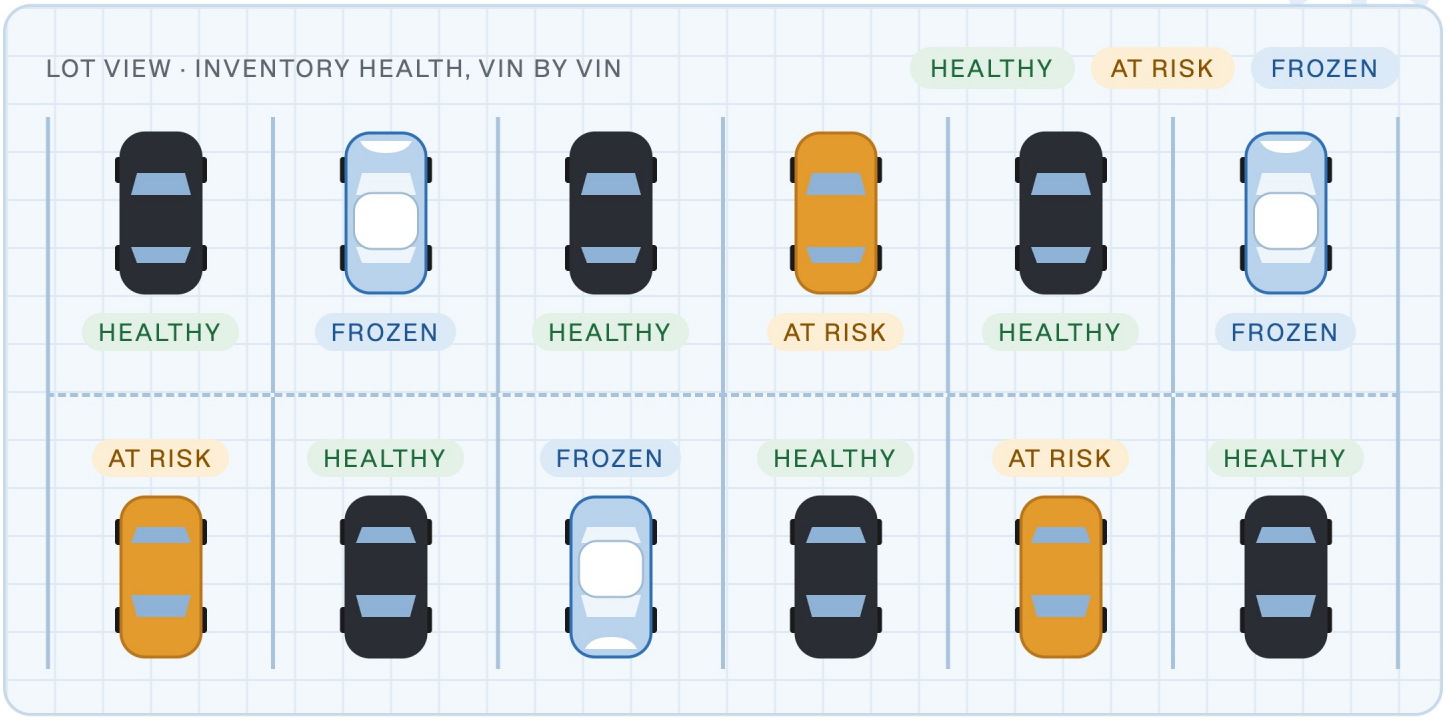
Winter-proof your lot: A dealer's guide

Predict which VINs will stall this winter and act before a markdown is your only move.



WHY WINTER RAISES THE STAKES

New model-year units are landing

Last year's units lose leverage every week they sit next to fresh inventory.

Holding costs keep compounding

Floorplan, depreciation and recon costs don't take a holiday break.

Shopper attention narrows

Year-end buyers are focused. Units that aren't seen early rarely get seen at all.

Late markdowns cut deepest

Every price cut taken to clear aged units comes straight out of front-end gross.

Predict the outcome. Then change it.

Days on lot tells you a VIN is already in trouble. Lotlinx reads VIN-level shopper signals to show which units are headed there, while you still have time to act.

01 · PREDICT

Early risk prediction

Flag at-risk VINs weeks before they age, based on how shoppers really engage.

02 · FOCUS

Zero-waste efficiency

Put spend behind the units that need it, not spread across the whole lot.

03 · PROVE

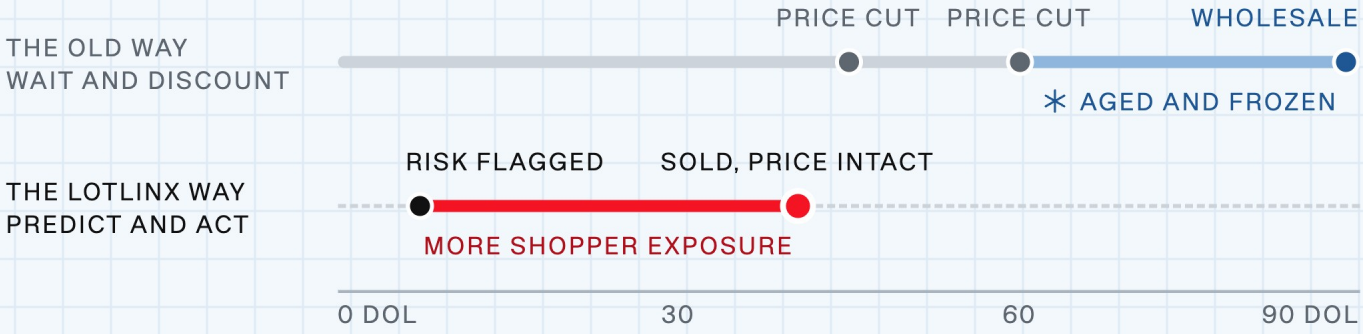
Observable intervention

Watch every intervention move engagement, VIN by VIN, so you know what worked.

Mark down less this winter.

THE MARKDOWN MATH

A markdown is the most expensive way to create demand. Spot risk early and you can lift shopper engagement first, saving price cuts for the units that truly need them.



Where to look first this winter

- Under-engaged VINs not getting enough views
- In-demand units headed for a price cut
- New units approaching aged thresholds
- Used units losing shopper momentum
- Makes and models tied to year-end goals

INVENTORY HEALTH CHECK

See which VINs are cooling on your lot.

Book your inventory health check at **www.lotlinx.com/inventory-health**