

CarPartPro.com

Increasing Your Sales Through the Power of Brokering

Theresa Colbert and Lori Handke





Adding Brokers to Increase Sales

- Brokering with reliable partners
 - Accurate and dependable part grading, deliveries, and warranties

Profitability

- Getting your percentage to meet or beat the retail aftermarket prices





Adding Brokers to Increase Sales

- Knowing and meeting your customer needs
 - Satisfying existing customers leads to new customers
- Brokering those rare and/or specialty parts
 - Not in high demand in your business realm, but still in demand





Advantages to Brokering Parts

- No initial investment (long term)
 - "Borrow" inventory no need to purchase additional vehicles
 - No additional space needed in the warehouse
 - Avoid the dismantling process
- Increased part search matches
 - Larger selection of parts
 - Used OEM, Aftermarket, and new OEM





Advantages to Brokering Parts

- Instant access
 - Car-Part Pro searches and Real Time Part Verification (RTP)
- Accurate information
 - Grading, delivery, and pricing
 - Pricing is all-inclusive: part, markup, delivery, and warranty





Advantages to Brokering Parts

Building a Sustainable Future

- Variety in product
 - Offering more than used OEM
- Variety in pricing
 - Used OEM, OEM, and aftermarket
 - Brokered recycler's price
 - Brokered aftermarket list price





Advantages to Brokering Parts

					4 Days D	Delivery		-	List Standard Warranty
					All Areas	/ Select	Area	•	All Part Types
	2002 Toyota Camry Engine				List Cert	ifications		•	All Grades
					1st Sort:	Distance	•	Ascend 💌	Show Any Year
					2nd Sort	: Price	•	Descen	Show Seller Default Pricing Type
	SEARCH NEXT PART							NEW FILTER SEARCH	
Year Part Model	Description	Miles	<u>Part</u> <u>Grade</u>	<u>Warranty</u>	<u>US</u> Price	Dist mile	<u>Delivery</u> business days	Stock Availabi	
2002 Engine Toyota Camry	RAN,2.4L (VIN E, 5th digit, 2AZFE eng, 4 cyl),FTWCAR-134K	134,000	А	90 Day	\$1200.00 ORDER PART	o	0	14020 Confirm Availabili	Live 1-800-545-1920 / 1-859-341-1920
2002 Engine Toyota Camry	2.4,A,FWD,EXCHANGE	119,414	A	90 Day	\$1850.00	6	0	F00303	40 Bessler Auto Parts - ARAPro, PRP Midwest USA-KY(Wilder) Use 800-576-7691 Service 800-5647 Certifications
2002 Engine Toyota Camry	2.4,A,10/01,FWD,EXCHANGE	157,201	A	90 Day	\$1677.50	6	0	F00297	01 Bessler Auto Parts - ARAPro, PRP Midwest USA-KY(Wilder) Lita 800-576-7691 Services 0 General Control of
2002 Engine Toyota Camry	COULD NOT START,2.4L (VIN E, 5TH DIGIT, 2AZFE ENG, 4 CYL)-	160,000	A	90 Day	\$1897.50 ORDER PART	9	2	e1042 13 Confirm Availabili	Elize 513-321-9278 / 937-853-4470
2002 Engine Toyota Camry	2.4 AT LESS/THB RUNS NICE 107K		A	90 Day	\$1440.00 ORDER PART	9	3	e1070 29 Confirm Availabili	Live 513-321-9278 / 937-853-4470
2003 Engine Toyota Camry	2.4 AUTO LESS/THB 110K		A	90 Day	\$1440.00 ORDER PART	9	3	e1070 29 Confirm Availabili	Live 513-321-9278 / 937-853-4470
2002 Engine Toyota Camry	COULD NOT START,2.4L (VIN E, 5TH DIGIT, 2AZFE ENG, 4 CYL)-	160,000	A	90 Day	\$1650.00 ORDER PART	12	1	1399: Confirm Availabili	Live 1-800-221-3993





Looking up Brokered Parts Using Trading Partners – Vendor Button

Car	-Part.com Expand Your Search us	ing the o	options	below								
	Custom Regional Car-F Pricing Pricing Price		ndors (64)	Brokered Parts Broadcast Buy RFQ								
	Results for <u>New/Aftermarket/Rebuilt Parts Vendors</u> sorted by <u>DISTANCE</u> (Click on heading to re-sort) Most prices do not include extended warranties or shipping.											
<u>Year</u> Part Model	Description	<u>Damage</u> <u>Code</u>	<u>Part</u> <u>Grade</u>	Stock#	<u>US</u> Price	Dealer Info						
Headlight Assembly	HEADLAMP ASSY LH (SEDAN)		AFT	H5509	\$139.8	☆ <u>Body Panels Co Memphis</u> USA-TN(Memphis) <u>Quote</u> 901-372-6964 / 800-530-7744 <a>Pron.bpc.tn@ 						
Headlight Assembly	HEADLAMP ASSY LH SEDAN		AFT	H5509C	\$139.8	★ Body Panels Co Memphis USA-TN(Memphis) Quote 901-372-6964 / 800-530-7744 From bpc.tn@						
Headlight Assembly	Head Lamp Assembly		AFT	1592188	\$70.8	★ <u>Dorman Products-formerly The Connection</u> USA-TN(Portland) <u>Quote</u> 1-800-848-4850 ♥annette.connect.tn@ ♥ <u>bill.connect.pa@</u> ♥ <u>lexi.connect.tn@</u> ♥ <u>melissa.connect.ky@</u> ♥ <u>michele.connect.pa@</u> ♥ <u>sarah.connect.tn@</u> ♥ <u>sean.connect.tn@</u> ♥ <u>susan.connect.tn@</u>						





Looking up Brokered Parts Using Trading Partners – Brokered Parts Button

Car	Expand Your Search using the options below Custom Pricing Pricing Car-Part Vendors Broadcast Broadcast Broadcast Buy RFO Search Results for Broker sorted by DISTANCE (Click on heading to re-sort)											
	Most prices do not include extended warranties or shipping.											
Year Part Model	Description	<u>Damage</u> <u>Code</u>	<u>Part</u> <u>Grade</u>	Stock#	<u>US</u> Price	Dealer Info						
Headlight Assembly	Head Lamp Assembly		AFT	1592188	\$110.58	★ <u>Dorman Products-formerly The Connection</u> USA-TN(Portland) <u>Quote</u> 1-800-848-4850 Pannette.connect.tn@ Pbill.connect.pa@ Plexi.connect.tn@ Pmelissa.connect.ky@ Pmichele.connect.pa@ Psarah.connect.tn@ Psean.connect.tn@ Susan.connect.tn@						
2008 Headlight Assembly Honda Accord	08-12 ACCORD SEDAN HEADLAMP ASSY LH		AFT	7221- 0028L	\$90.37	★ <u>Brock Supply Company</u> USA-TX(Terrell) <u>Quote</u> 480-968-2222 / 800-528-4400 ♥al.brock.az@ ♥alex.brock.az@ ♥jeff.brock.az@ ♥jim.brock.az@ ♥jon.brock.az@ ♥matthew.brock.az@ ♥tammie.brock.az@ ♥travis.brock.az@ ♥wendy.brock.az@						





Make More Money with Warranties

- Offer your customer the opportunity to purchase extended warranties
- Predefined terms and conditions gives the customer assurance in their purchase, as well as profit you
- Upsell extended warranties with all-inclusive pricing
- Studies show retailers make a profit (50%) on extended warranties





Make More Money with Deliveries

- Increase your sales to professional repairers
- Convenience for the customer they stay productive while their order is being delivered.
- Marketing on the road not only your delivery vehicle, but the delivery person as well.
- Extended routes





Make More Money with Service Levels: Warranties, Deliveries, & Certifications

Satisfied customers

- Delivery: Quicker than standard shipping, quality care of their order, and delivery with a smile
- Pricing: all-inclusive with part, markup, delivery, and warranty
- Certifications: Promote your quality by listing local, national, and private memberships and certifications



Car-Part Pro Certifications: Which Option Is Best for You?

- You choose which certification level best meets your business practices
- Certifications gives the professional a sense of assurance at a glance
- Certified facilities are among an elite group
- Certification information is viewable on the Services and Certification page



More info at products.car-part.com/carpartpro/training.html



30 day standard warranty (or better) required on all parts except those parts designated "AS IS" with a filter. 90 day warranty option (or better) required on all parts except those parts designated "AS IS" with a filter. 1 year warranty option (or better) required on all parts except those parts designated "AS IS" with a filter.

Refund



Minimum 30 day refund policy required on all parts. Minimum 15 day refund policy required on all parts.

Delivery



Body Part Pricing



ARA® Part Grading



iCPM™



Inventory Data Requirements



Current inventory data must be uploaded to Car-Part.com at least 20 days each month. Current inventory data must be uploaded to Car-Part.com at least 16 days each month.

Shipping

~			Seller pays the shipping cost for the return of a defective part.
~	~		Seller pays the shipping cost for the replacement of a defective part.
~	~	~	Seller pays the shipping cost for the return of an incorrect part chosen by seller.
~	~	1	Seller pays the shipping cost for the replacement for an incorrect part chosen by seller.
~	~	1	Buyer pays the shipping cost for the return of an incorrect part chosen by buyer.





Year Part Model	Description	Miles	Part Grade	<u>Warranty</u>	US Price	<u>Dist</u> mile	Delivery business days	Stock# Availability	Dealer Info
2001 Engine Ford Taurus	9-00,3.0L,AT4,SES	132,787	A	2 Year with labor	\$660.00	37	2	ZF0976	Nordstrom's Automotive Inc ARAPro USA-SD(Garretson) Service Service Sector () Sector () Sec
2002 Engine Ford Taurus	3.0L,AT4,SEL,NEEDS VALVE COVER,NOTES	121,002	A	2 Year with labor	\$595.00	37	2	ZD0420	Nordstrom's Automotive Inc ARAPro USA-SD(Garretson) Service 877-211-3787 Service 87

Displayed Resu	ilts:	3 Days Delivery to 51235	Midwest	Car-Pa	t Gold Certified Part Pro	viders	1 Year Parts Warranty	B Grade and Better
All Part Types S		w Seller Default Pricing Type	Show Ar	ny Year	1st Sort: Part Grade	2nd S	ort: Distance	

Mechanical Part Grading	A = Less than or equal to 60k miles, or greater than 60k miles but less than or equal to 200k miles and less than or equal to 15k miles per year	B = Greater than 60k miles and less than or equal to 200k miles but greater than 15k miles per year	C = Greater than 200k miles					
Part Grading Abbreviations								

CarPartPro.com





Seller Services Certifications & Affiliations

Reitman Auto Parts - ARAPro

Certifications / Affiliations

- click on logos to view details -

Certifications



State/Province Associations



Car-Part.com Certifications



- Car-Part.com Gold Star Certified

*** v1.1 Effective date 1/23/12 ***

 Warranty. Parts provider must provide a 1-year warranty option on all parts except for parts designated "AS-IS" in the Car-Part.com part listing. No more than 5% of a parts provider's Car-Part.com listings may be "AS-IS" parts. Other than "AS-IS" parts, the parts provider must provide a minimum warranty of 30 days. If the buyer requests less than a one year warranty, the displayed price may be less than the one year warranty price. Parts provider may require that warranted parts must be returned in the same condition as they were sold

Seller Services

Standard Warranty (no charge)

• 90 Days - Parts, No Labor

Extended Warranty (extra charges apply)

- · 6 Months Parts, No Labor
- 1 Year Parts, No Labor

Return Policy for select parts

	Policy	Days	Fee
Engine	Cash	30	0%
Transmission	Cash	30	0%
Headlight Assembly	Cash	30	0%
Door Front	Cash	30	0%
Engine Computer Box	No Return		
Alternator	Cash	30	0%
Windshield	Cash	30	0%
Strut/Knee Assembly	Cash	30	0%
Quarter Panel	Cash	30	50%





Real Time Part Verification (RTP): How does it help your sales?

- Requests only come from Car-Part Pro buyers.
- Verify tab alerts only include:
 - Body shops
 - Repair shops
 - Insurance Adjusters/Appraisers
 - Car-Part Gold recyclers





<u>Year</u> Part Model	Description	Damage Code	Part Grade	<u>Warranty</u>	US Price	<u>Dist</u> mile	Stock# Availability	Dealer Info
2005 Hood Chevy Malibu	Part for demo only	000	A 0	30 Day	\$368.38 <u>actual</u>	7	1234561 Available	CP Demo AccountUSA-KY(Ft-Wright) Live 1-859-344-1925 Service Service Certifications
2005 Hood Chevy Malibu	Part for demo only	000	A O	30 Day	\$368.38 <u>actual</u>	7	1234562 New info! Contact Seller-7	CP Demo AccountUSA-KY(Ft-Wright) Live 1-859-344-1925 Service Service Certifications
2004 Hood Chevy Malibu	Part for demo only	000	A 0		\$200.30 actual	15	P101327 Unavailable	CP Demo AccountUSA-KY(Ft-Wright) Live 1-859-344-1925 Service Service Certifications
2007 Hood Chevy Malibu		000	A O	30 Day	\$175.00 actual	28	A12022	Jay's Auto Recycling and SalesUSA- KY(Sparta) Live 1-859-643-0877 Service Service Services & Certifications

CarPartPro.com





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Verify Tab Alert for RTP

Availability Notice

Part with delivery charge:

Car-Part Messaging - roger.sales@car-part.com/cpm

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Verify Tab Alert for RTP

Availability Notice

Brokered Part:

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Pro Imaging

	- 1GCRKSE30BZ314617 -			e	+ Business	Days D	elivery		30 Days+Labor Warranty
	2000 Audi A6 Fender			N	lewfoundlar	nd and L	abrador.		All Parts exc. Aftermarket where known
					Car-Part Silv	ver Cert	ified Dealer	s	Zero Body Damage - A Grade Mechanical
Non-V	IN selected choice: <u>Click Here</u> to see VIN	-filtered (choices	1	st Sort: Mil	es/Dam	age/Grade	Ascend	Same year or newer
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Year Part Model	Description	<u>Damage</u> <u>Code</u>	<u>Part</u> <u>Grade</u>	<u>Warranty</u>	<u>US</u> <u>Price</u>	<u>Dist</u> <u>miles</u>	Delivery business days ©	Stock# Availability	Dealer Info
2000 Fender Audi A6	-LH RED FTW * Seller only delivers to part of this ZIP code.	000	A 0	<u>Lifetime</u> with <u>labor</u>	\$189 <u>actual</u> Use on Repair	0	2*	070504 Confirm Availability	Foreign Auto Salvage USA-KY(FtWright) Service Service Services Services Services & Certifications
1998 Fender Audi A6	-LH BLUE FTWDIS 000 * Certain restrictions or conditions apply to this delivery. Please click <u>Live Service</u> to contact seller for details.	000	A 0	<u>Lifetime</u> <u>with</u> <u>labor</u>	\$166 <u>actual</u> Use on Repair	0	1*	070111 Confirm Availability	Eoreign Auto Salvage USA-KY(FtWright) Service Service Service Services & Certifications
1998 Fender Audi A6	LH -TAN * Certain restrictions or conditions apply to this delivery. Please contact seller for details.	000	A 0	<u>Lifetime</u>	\$225 Can \$225.00 <u>undmq</u>	515	1*	08D-48	Trails End Auto and Truck Salvage, Inc. USA-IA(Des-Moines) Service 1-800-717-6505 Services & Certifications
2000 Fender Audi A6	NEW AFTERMARKET * Your part does not meet the \$150 minimum order requirement for free delivery.		AFT	<u>Lifetime</u>	\$148	515	1*	BEE	Service Services &: Services &: Certifications
2000 Fender Audi A6	-LH GRAY FTW	000	A 0	<u>Lifetime</u>	\$189 <u>actual</u> Use on Repair	0	2	070504 Confirm Availability	Foreign Auto Salvage USA-KY(FtWright) Service Service Service & Certifications
1998 Fender Audi A6	-LH BLUE FTWDIS 000	000	A 0	<u>Lifetime</u>	\$166 <u>actual</u> Use on Repair	0	1	070111 Confirm Availability	Foreign Auto Salvage USA-KY(FtWright) Service Service Service & Services & Certifications



eCommerce and Selling Parts through Mitchell Repair Center

- Customer can view all part info/options including availability, shipping, and warranty information
- Ordering at times convenient for customer with online, after-hours ordering
- Makes you, the recycler, a "one stop shop"





Car-Part Pro/Mitchell Integration

B						Mitchell Rep	airCenter								- • ×	
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Car-Part Pro/Mitchell Integration

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	1 Parts Ne		PANEL	66400 3E310	356.02	0.00	0.00		Not Ordered						0.00
I.	1 Parts Ne	ew ROOF	PANEL	97971 3E000	526.53	0.00	0.00	100.0	Not Ordered						0.00
	1 Parts Ot		ORE CORRO		10.50	0.00	0.00		Not Ordered						0.00
	1 Parts Ot	her MASK	FOR OVERS		5.00	0.00	0.00	100.0	Not Ordered						0.00
Print Avery Labels Print Seiko/Dymo Labels Add to Scrubber List Merge Supplement Parts															
1	Purchase	Order													
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			72012			KNDJC7JUAU	5702320								
	Ship	via: Local	Delivery	T	Prod Date:			Ordered B	By: Car-Part	QA 2					
	Repair Due In:	3/4/201	12		Insurance:							Par	its Notes	Job Notes	RO Information
	retine 2 / 121														





Car-Part Pro and eCommerce for Shops

- Shops want the convenience of the **Order** button
- It's not always about price!
- Shops do expect a confirmation
- One order reviewed:
 - Shop placed an order with Seller #1 for a part and didn't get a response for over an hour. The price was \$45.
 - Shop was impatient and placed a second order with Seller #2 and was contacted by the Seller #2 right away. The price was \$75.
 - When Seller #1 did finally call, the shop told Seller #1 that they already had a confirmed order, paid the higher price, and was happy with the \$75 order.





Do you know what this is???







Answer Your Instant Messages

- <u>Please</u> check your "lightbulb" for blinking lights and messages
- Not responding to an IM is like letting the phone ring and ring. How many times will you let a phone ring?
- On Trading Partners results, you can click on someone's "lightbulb" and the message will fill in the part that you are looking for. No need to type or make a phone call.





Car-Part Interchange Plus Interchange Enhancement Option

- Provides interchange for many additional part types that did not previously have interchange.
- Helps you accurately inventory these parts.
- Makes them easier to sell.
- Car-Part Interchange Plus is integrated with Car-Part Pro. Your body shops and insurance adjusters will know that you have exactly the part they need.
- It also integrates with Checkmate Listing Manager for eBay.





Car-Part Interchange Plus

Car-Part Interchange Plus is available for Checkmate/CrashLink users

- Integrated with Trading Partners
 - Just like any interchange search, customers and fellow recyclers who search with this new interchange will only see parts that are inventoried with this interchange.
- Included in CrashLink/eBay for Pinnacle/Powerlink yards
- Have you ever needed interchange for some of these?





Final Thoughts

- Knowing and satisfying your customers' needs = keeping current customers plus gaining new ones
- Partnering for Profit
- Confidence in your Trading Partners
- You are an Auto Parts Store, no longer "ONLY" recycled parts





Thanks for Attending!

 Most presentations can be viewed, downloaded, or printed at:

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