

# Dealer Success Stories

## Edwin Ferneyhough Vehicle Sales

sees CarGurus' Dealer Dashboard as a hub of valuable information that helps them better merchandise their inventory. They use the data and tools in their dashboard to stay competitive in their market and generate high-quality interactions with customers.

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*“CarGurus' leads are good quality and I'm very, very pleased. I'd always recommend them to others.”*

Edwin Ferneyhough, Owner  
Edwin Ferneyhough Vehicle Sales



### Competitive pricing brings more interactions

CarGurus' Pricing Tool gives Ferneyhough the confidence they need to price their vehicles competitively. They make price adjustments based on CarGurus' data, improving their listings' page rankings and deal ratings so they can get their vehicles in front of more shoppers.

*“I'm very impressed with the Pricing Tool. The [pricing] slide bar is great because it lets me see exactly [what page] I can bring my car onto so I can reach more people.”*

**70%** of Ferneyhough customers  
come through CarGurus



### Market analysis makes for better inventory management

Ferneyhough uses CarGurus' Market Analysis tool to identify which vehicles are most in demand near them before going to auctions. By arming themselves with that local data, they're able make more informed purchasing decisions and stock the vehicles that shoppers in their market want.



### Dealership reviews build trust with shoppers

Collecting and responding to reviews on CarGurus allows Ferneyhough to provide a personal touch that helps earn shoppers' trust. They recognize that reviews bring transparency to the car buying process and that a more confident consumer means an easier and more pleasant transaction.

*“Being a top-rated dealer [on CarGurus] is good for customers to see. It shows them that you're trying your best with your price and the quality of your cars.”*