



# Create Your Virtual Showroom

How to create and manage listings on Dealer Central

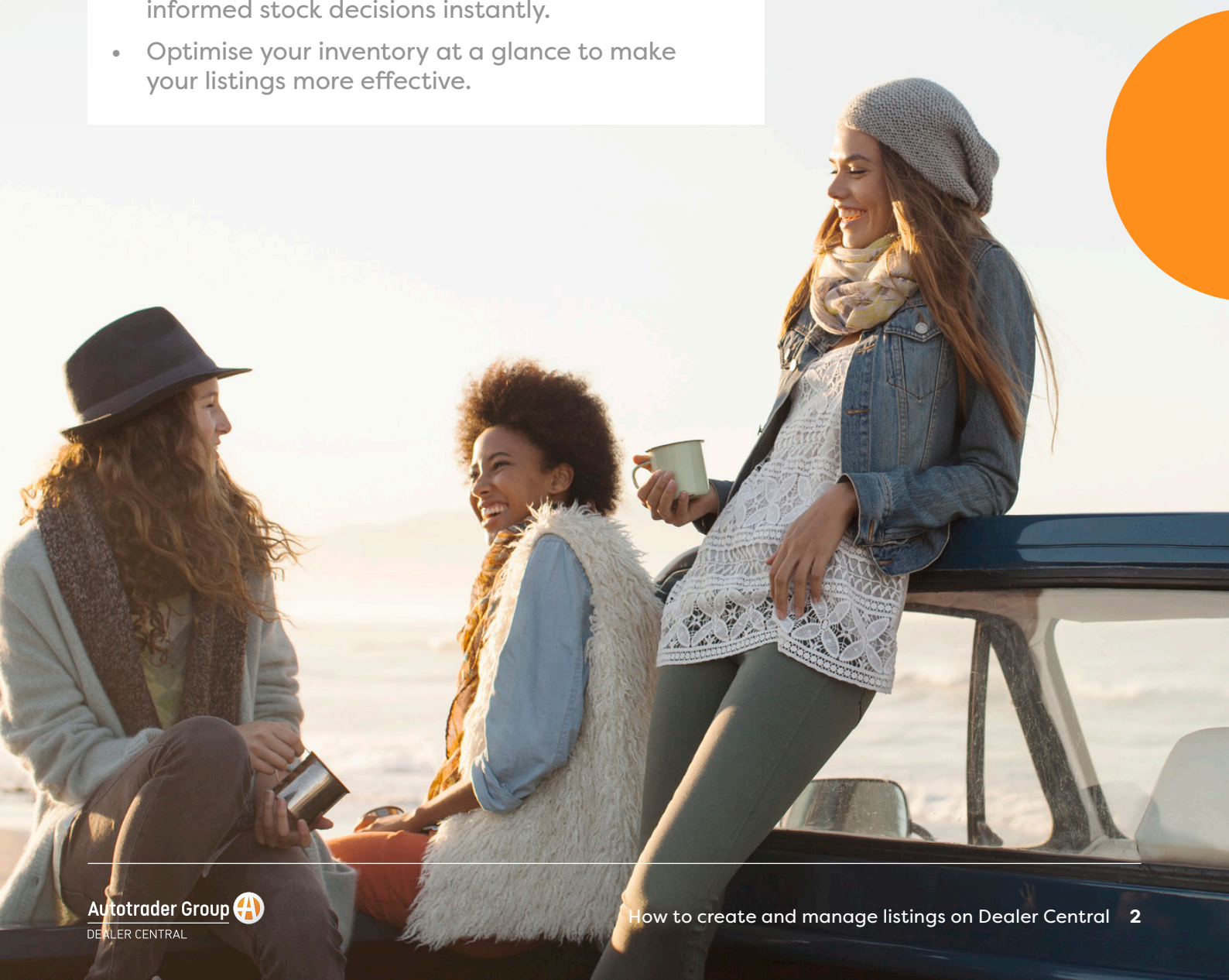
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# With Dealer Central you can create effective listings on Autotrader Group, fast.

This guide will help you create effective listings on Dealer Central to ensure every vehicle ad counts. When you actively manage your listings using Dealer Central, you get the best out of every sales opportunity.

## On Dealer Central you can:

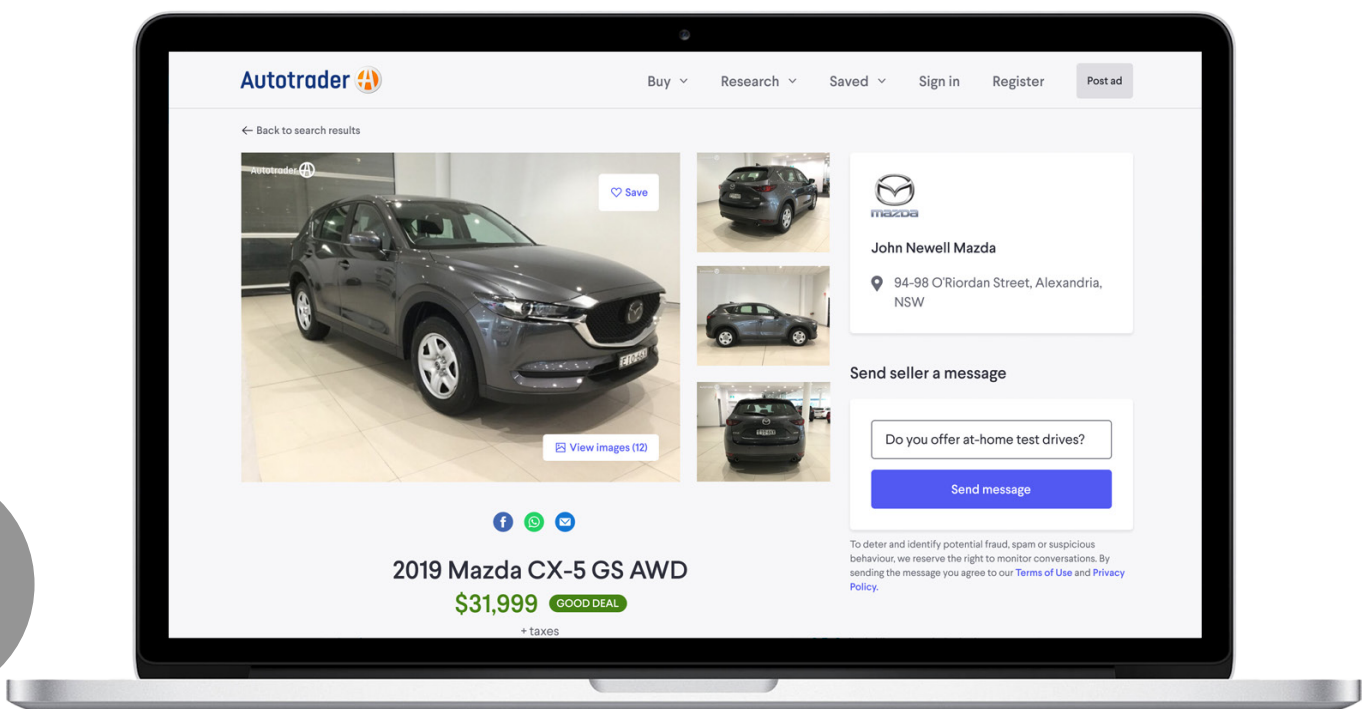
- List vehicles easily and efficiently using the Vehicle Identification Number (VIN) decoder.
- Get access to real time reporting to make informed stock decisions instantly.
- Optimise your inventory at a glance to make your listings more effective.



# What makes a great listing?

## 5 tips to boost the quality and visibility of your listings:

- 1. Add a detailed title to your online listing to appear in more searches.**  
Aim for 70-80 characters.
- 2. Write a description that sells and differentiates to attract buyer interest.**  
Include 250-300 words.
- 3. Define all relevant attributes for a higher quality ad to improve your quality and visibility.**  
Be sure to include: Registration • Price • Kilometres • Year • Make • Model • Series.
- 4. Invest in your virtual showroom by taking and uploading high quality images.**  
Upload for a minimum of 20-30 images.
- 5. Introduce video into the car buying process to provide a virtual inspection.**  
Record in daylight hours but try to avoid direct sunlight or filters.

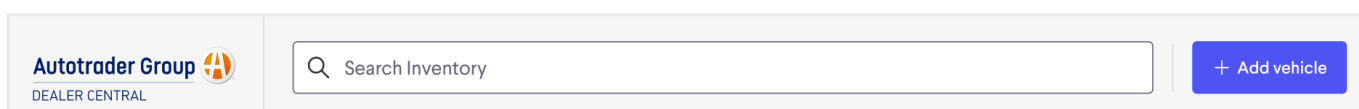


# How to post a listing.

## Post your listings fast with a vehicle identification number (VIN)

1. After logging in, select the **Post an ad** button from the toolbar on the Inventory page.
2. Input the VIN of the vehicle you want to list, then click **Submit**.

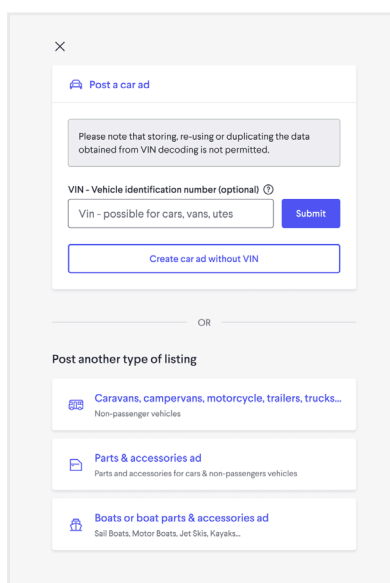
Once the VIN is submitted, Dealer Central will automatically populate the vehicle information within the form fields.



The screenshot shows the top navigation bar of the Dealer Central interface. On the left is the Autotrader Group logo with the text 'DEALER CENTRAL'. In the center is a search bar with the placeholder text 'Search Inventory'. On the right is a blue button with a white plus sign and the text '+ Add vehicle'.

## Post your listing without a vehicle identification number (VIN)

1. After logging in, select the **Post an ad** button from the toolbar on the Inventory page.
2. Select the **Create a car ad** without VIN button.
3. Enter your Listing Title and Basic Vehicle Details manually
4. Add in any Additional Specifications, Condition, Registered Information fields.
5. Set your vehicle price selecting Fixed, Negotiable or Drive Away options.
6. Consider using a Contactless Trade Badge and let buyers know that you're open for business and following current COVID-19 safety regulations.
7. Select the **Publish** button to send your listing live, or select Draft to save for later.



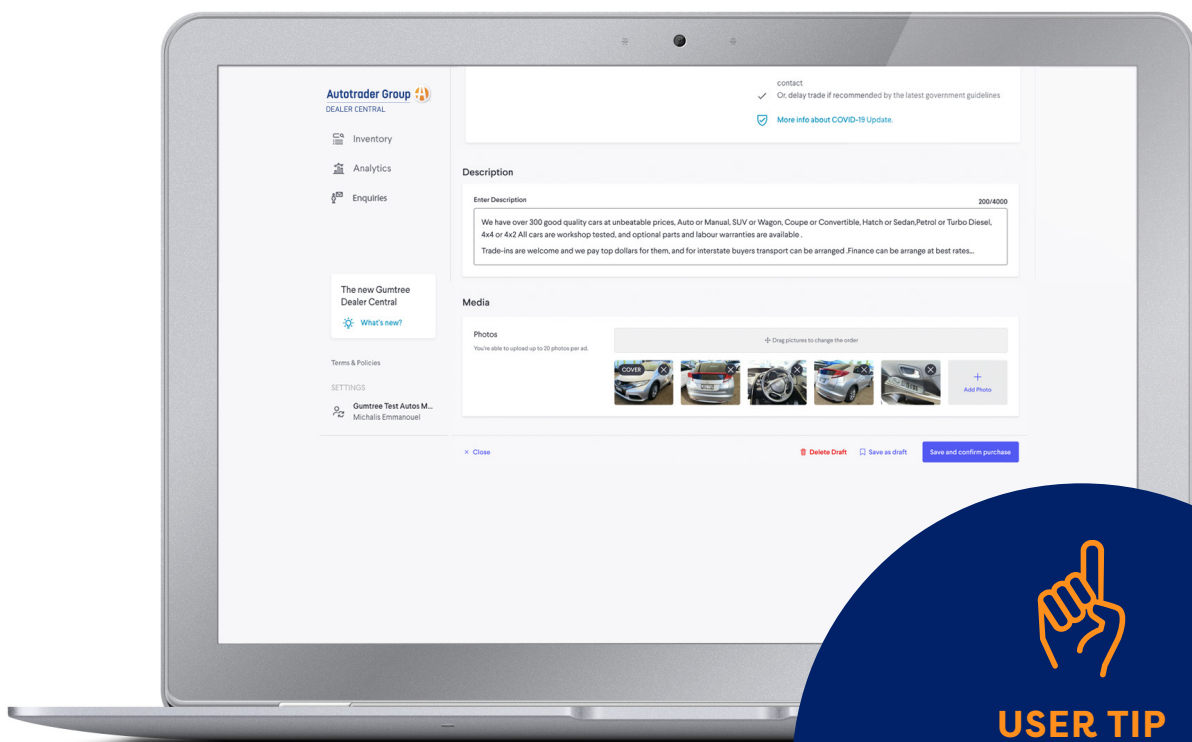
The screenshot shows a modal window titled 'Post a car ad'. It contains a warning message: 'Please note that storing, re-using or duplicating the data obtained from VIN decoding is not permitted.' Below this is a section for 'VIN - Vehicle identification number (optional)' with a text input field containing 'Vin - possible for cars, vans, utes' and a blue 'Submit' button. Below that is a button labeled 'Create car ad without VIN'. At the bottom, there is a section 'Post another type of listing' with three options: 'Caravans, campervans, motorcycle, trailers, trucks...' (Non-passenger vehicles), 'Parts & accessories ad' (Parts and accessories for cars & non-passenger vehicles), and 'Boats or boat parts & accessories ad' (Sell Boats, Motor Boats, Jet Skis, Kayaks...).



# Uploading photos to Dealer Central.

Once you've created a listing and filled in the details, use the Photo Uploader in the Media section to add photos for your vehicles.

1. Select the **Add Photo** icon to upload up to 99 photos to your listing.
2. Drag and drop photos to change the order of photos on your listing.
3. To remove a photo, use the 'X' icon on the top right of the picture.



## USER TIP

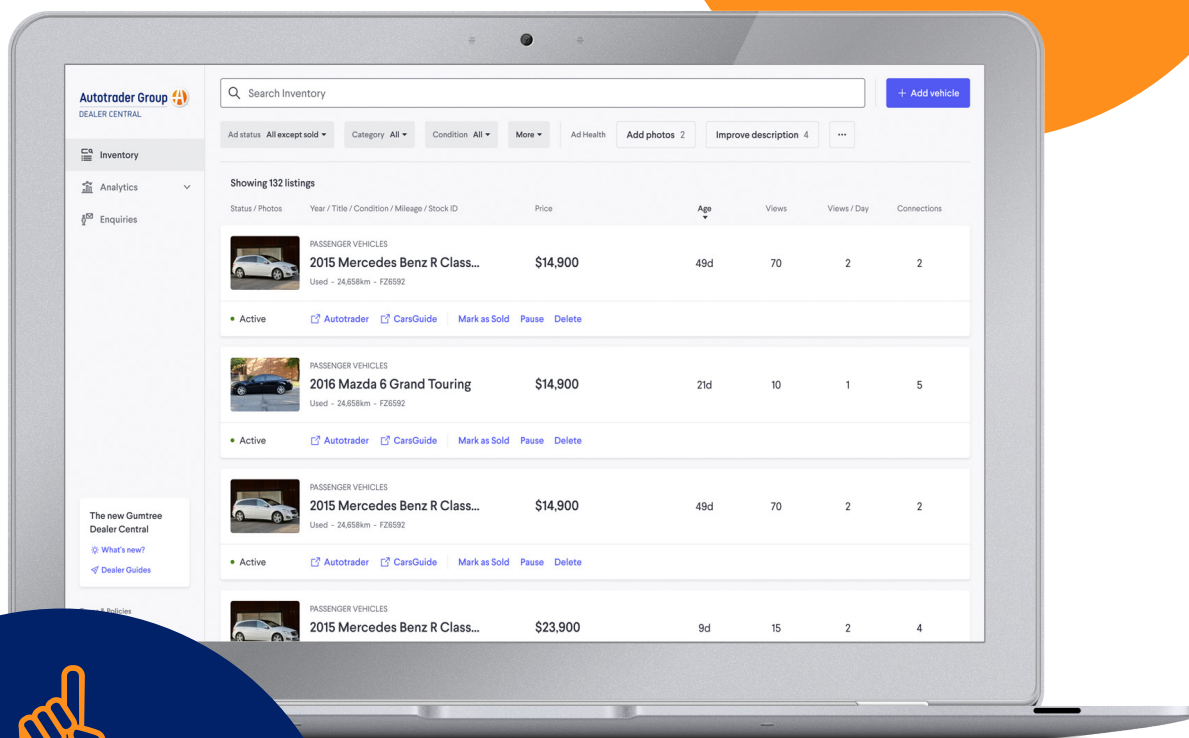
Save time and effort by easily adding and removing photos straight from your smartphone with our mobile compatible interface.

# Marking a vehicle as sold or pausing a listing.

1. Go to your Inventory Stock View page.
2. Select 'Mark as Sold' or 'Pause' from the footer on your individual listing.
3. Confirm selection or cancel selection from the pop-up.

“ It's so easy to switch cars on and off. I'm now able to switch inventory and try different combinations depending on the day of the week and the market I want to target. ”

QLD Car Dealer



## USER TIP

By Pausing and Re-posting your listings, you can optimise your live listings based on your subscription package and get more out of your subscription.

# How to use User Management.



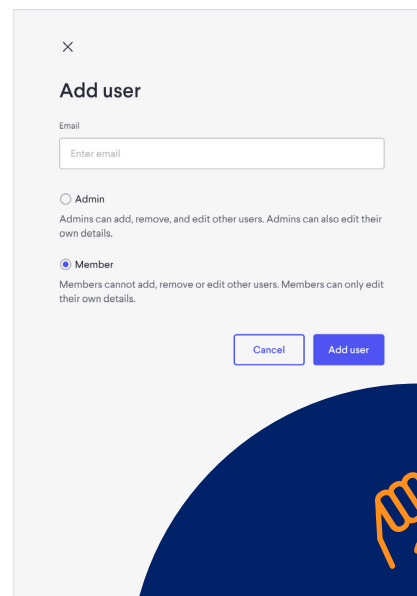
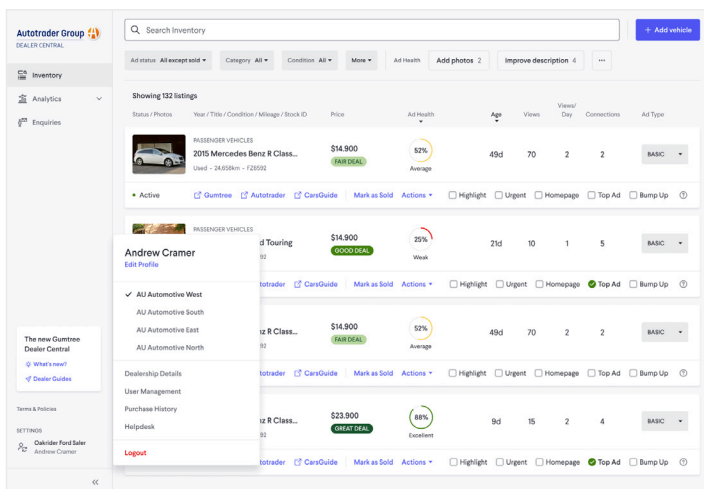
A more secure and accountable way to manage multiple users.

The new Dealer Central User Management feature will help you manage multiple users and access any location in a dealer group from one account.

- No more sharing usernames and passwords.
- Unlimited number of users per dealership.
- Access any location in a dealer group from one account.

## How to set up users

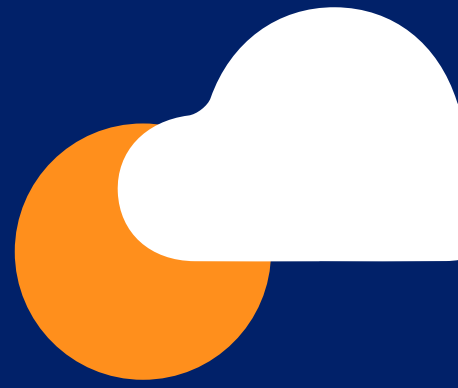
1. Go to **Settings > User Management** on the bottom left of your user interface .
2. Select **Add User** button.
3. Enter email address and select Admin or Member rights from the drop down menu.
4. Select **Add user**.
5. Enter User Name to complete the set-up.



## USER TIP

'Admins' can add, remove, and edit other users. Admins can also edit their own details. 'Members' cannot add, remove or edit other users. Members can only edit their own details.

# Frequently asked questions.



## What's the difference between pausing a listing and deleting a listing?

Pausing a listing lets you maintain the listing details intact until you want to repost it. Deleting a listing permanently removes the listing from Autotrader Group.

## Why doesn't my information show up in the field(s) I entered it in?

If you entered information manually, it may not exactly match the information on record for that vehicle. Use the Vehicle Information Number (VIN) to automatically fill in all the form fields, or (if you don't have a VIN) use the dropdown menus to select vehicle information from our database.

## How do I update My Business Page information on Dealer Central?

You can update your logo, business description, opening hours and additional operating hour details by selecting the Settings > My Business page

## How do I change my contact information on Dealer Central?

To change your contact information, including email, contact number, physical address, reporting contact or finance contact please contact [business-support@autotradergroup.com.au](mailto:business-support@autotradergroup.com.au)

A representative will be happy to help you.

## How do I use Search?

Utilise the search box function located on the Inventory Stock View page to easily search for an individual listing. To begin a new search, clear the tags you used for the last search in the search field.

## Why can't I post my ad?

Check to see if you have entered all the mandatory vehicle details. If you haven't, Dealer Central won't allow you to post your ad until these have been completed.

Have questions? We have answers.

For more info visit [www.autotradergroup.com.au/dealer-central](http://www.autotradergroup.com.au/dealer-central)