

GWC WARRANTY  
**CERTIFIED**  
PRE-OWNED VEHICLES

DAY ONE/MILE ONE COVERAGE

## GWC CERTIFIED PRE-OWNED PROGRAM: SELL MORE CARS WITH CERTIFIED

### Customers Demand CPO. Give Them What They Want!

Certified Auto Brokers doubled their monthly volume the past two years with the help of the GWC Warranty Certified Pre-Owned Program.

Certified Auto Brokers in Upstate New York knew that without a Certified Program, they'd be leaving their customers out on an island - and not the good kind of island like the one on which their quaint town sits within the Niagara River.

"Certified used vehicles are one of the highest growing demand vehicles on the market right now," Certified Auto Brokers owner Travis Smith says. "A lot of preowned dealers don't realize that just because they aren't a manufacturer dealer doesn't mean they can't sell a CPO vehicle."

Smith and his managing partner Chris Taylor were not only looking to offer the customer a warranty on every vehicle, but more importantly, they wanted to ensure they were doing right by their customers 100% of the time. That mindset coupled with the GWC Warranty Certified Pre-Owned Program was the perfect recipe for a dealership on the rise.

"We've made a lot of changes in the last two years, going from a 20- to 30- and soon to be a 40-car per month pace," Smith said. **"But there is no doubt in my mind that Certified has had a lot to do with that."**

It was the price of GWC's Certified Pre-Owned Program that initially caught Smith and Taylor's eyes - as low as \$99 since they are a GWC Elite Dealer. **But as they began to integrate the program into their everyday processes, the true power of Certified began to shine through.**

"The biggest change we made was that our first headline photo for every vehicle has the GWC Certified logo on it," Taylor says. "It was the easiest change we could make but it was the most public one."

Smith and Taylor say **Certified helps break down barriers about buying from a used car dealer.** They also upsell more often, going from 15% VSC penetration to now upwards of 30%.

"Because of Certified, we have the option to offer a warranty at a discounted cost because we've already included the price of the Certified contract," Smith says. "It's truly a no-brainer at the end of the day. If you sit down and do that math, it probably hasn't cost us anything."

"You're not going to get a better buy for \$100 than putting the word Certified on it," he adds. "There really is no downside."



#### Certified Auto Brokers Results:

- 100% increase in unit sales
- Double the VSC penetration
- More upgrades to richer coverage
- Increased positive online reviews

[GWCWarranty.com/CertifiedProgram](http://GWCWarranty.com/CertifiedProgram)