

Boost Your Market Intelligence with LiveMarket Pricing Analysis Tool

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Every now and then a product comes along where we find ourselves scratching our heads and asking how we ever lived without it...

This month's launch of DataMotive's LiveMarket tool is one of those moments.

Designed specifically with used car dealers in mind, the LiveMarket analysis tool provides an up-to-the-minute view of retail pricing and information for vehicles across the market.

"With over 80% of used car buyers visiting the Internet before visiting a dealer, LiveMarket enables dealers to instantly see where their inventory is positioned and consumer-optimize their pricing strategies quickly and accurately," explained Damian Hardy, DataMotive's General Manager.

LiveMarket's straightforward web-based interface means dealers can compare every vehicle in their inventory against the online competition, making it possible to know how the competition is pricing their vehicles relative to consumer demand and how long competitor's vehicles have been online.

Some of the clever features we've included:

- Market-specific competitive information for *every* vehicle in your inventory - eliminating guesswork and hours of research
- Instantly see if your vehicle is under or over priced compared to the market you've defined
- See the volatility of your pricing based on a ranking system
- 'MAX Price' your vehicles to know how much more you can ask for them without sacrificing your pricing rank
- Market comparisons to determine supply and demand as well as knowing how long your competition has listed their vehicles while considering your pricing objectives
- An interactive dashboard to show each vehicle's current position, and if you're not happy with any of them you can optimize their price, market % or price rank from the same screen

"By reviewing direct competition, dealers can easily look at the factors affecting the asking price of all vehicles, not just their own, including kilometres, features, condition, certification and the time each vehicle has spent online," Hardy pointed out.

LiveMarket can also generate email alerts to inform dealers of any market changes that may impact their competitive position.

"The Internet has enabled consumers to be armed with as much, if not more information than dealers, on the availability of the type of used vehicle they are after, especially to compare prices before contact is made with the dealer," Hardy explains.

“LiveMarket helps dealers research the online environment more effectively and provides the tools to price vehicles strategically, thereby dramatically increasing the chances of moving their vehicles quickly and more profitably,” he concluded.

To find out more email info@livemarket.com.au or call 1300 041 177.