



Build a winning vehicle acquisition process in your service drive

Turn every service visit into a low-cost, high-profit inventory opportunity



Unlock your profits with a proven service lane acquisition process

Dealers today are battling rising auction costs, limited inventory, and shrinking margins. But while many are still relying on traditional wholesale auction houses, smarter dealers are turning to the most overlooked (and most profitable) source of inventory: **their own service drive**.

By following a simple, repeatable process to appraise service vehicles, dealers are:

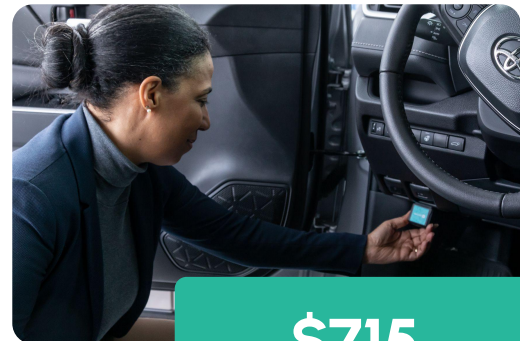
- **Cutting acquisition costs** by eliminating auction fees, transport expenses, and recon surprises.
- **Growing profits** with higher-margin, in-demand vehicles sourced directly from customers.
- **Reducing dependency on volatile wholesale markets** and gaining more control over their inventory flow.



\$2,700
more profit per vehicle¹

Dealers using AccuTrade to put this strategy to work see:

- Up to **\$2,700 more profit per vehicle** by avoiding auction-related costs and leveraging accurate appraisals.
- **87% more profit per sale** on vehicles acquired from the service lane vs. traditional sourcing.
- Recon savings of **\$715 per detected issue** using built-in OBD scans to spot costly repairs before they buy.



\$715
recons savings per issue²

This guide will show you exactly how to turn routine service visits into a reliable, low-cost, high-profit inventory pipeline — backed by data, technology, and proven dealer success.

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Paying too much for inventory and missing what's right in front of you

You don't need us to tell you that finding the right used inventory has gotten harder — and more expensive. Auction prices keep climbing. Tariffs and supply chain issues are tightening availability, especially on the low-mileage, late-model vehicles every dealer wants on their lot.

So, like most dealers, you're probably paying more than you'd like just to keep your inventory stocked — and watching your margins shrink because of it.



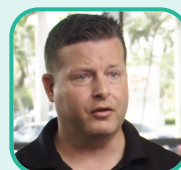
But here's the thing: Some of the best inventory you could possibly buy is already pulling into your store every single day.

Your service drive isn't just a place to book RO's — it's a steady stream of well-maintained vehicles, often with loyal customers behind the wheel, that could be retail-ready with zero auction fees, no transport costs, and a known service history.

The dealers who recognize this — and have a simple process to act on it — are cutting acquisition costs, increasing gross profits, and relying less on unpredictable wholesale channels.

This guide will show you how to turn routine service visits into a reliable, **low-cost, high-profit inventory pipeline** — without adding extra headaches to your day.

"We haven't gone to an auction in two years. With AccuTrade, the majority of our cars come from the service drive now."

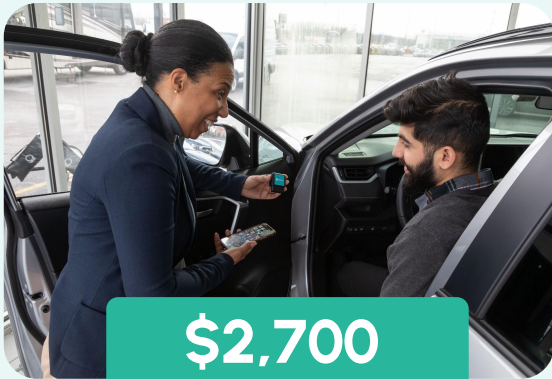


Mason Martindale
 VAP Manager
 Germain Toyota

[Watch video](#)

How much is the traditional auction really costing you?

Buying at a traditional auction isn't just about winning the bid — it's everything that comes after. Buyer fees, transportation delays, reconditioning surprises, and days lost getting the car retail-ready all chip away at your margins. The more you depend on the old wholesale model the more control — and profit — you give up.



\$2,700
more profit per vehicle¹
appraised with AccuTrade

Service drive = built-in savings

Using AccuTrade in your service drive streamlines acquisitions and helps you avoid the hassle and cost of traditional auctions. No extra fees. No transport trucks. No guessing about how the car was treated. You've serviced it, you know it's clean, and it's already on your lot. Those savings go straight to your bottom line — and get you to retail faster.

Keep more profit in your pocket

Every car you acquire from your service drive puts more gross back into your dealership. Dealers who've built a simple service-lane acquisition process are saving hundreds — sometimes thousands — per vehicle compared to auction buys. Multiply that by just a handful of cars a month, and you're looking at real profit growth without increasing your workload.



\$715
recons savings per issue²
appraised with AccuTrade

How to start acquiring cars from your service lane

Building a steady, profitable acquisition pipeline

Train advisers to start the conversation

A simple “want to know what it’s worth?” opens the door. No pressure, just friendly customer service.



Aim to appraise 15% of service vehicles

Make service lane appraisals a part of your everyday routine. You miss 100% of the shots you don’t take.

Start every appraisal with a scan

Run an OBD scan to kick off the appraisal to identify issues that impact value, and flag repair opportunities if you don’t buy the car.



Use our **Service Lane Acquisition Calculator** to see how much profit you can unlock for your store.

[Get started](#)

Make confident offers with a clear path to profit

With every appraisal, know your number, your margin, and your next move.

Back your number with real data


The appraisal scorecard breaks down condition, demand, and market factors so you know exactly how the vehicle's value is calculated. It's everything you need to justify the offer and win trust.

Present the offer with confidence

Walk the customer through the data — what affects the value and why the offer makes sense. No pressure, no surprises — just a clear, trustworthy number they can act on.


Your guaranteed exit strategy

Not every car is a retail fit — but with AccuTrade's Instant Offer Guarantee, you can acquire anything knowing we'll buy it back if you don't want to keep it.


AccuTrade
A CARS COMMERCE SOLUTION

Universal Condition Report

Appraisal ID: 1551179
 Created: 12/29/23
 Updated: 12/29/23 07:23PM CST



2019 Sport SUV GS
 LS 4 DOOR SUV 1.5L 4 CYL TURBO
 ZGNAX4AEV9Q5898815 | 44,481 Miles

Instant Offer
\$23,125

Odometer	
Base Odometer	53,000
44,481 Miles	-\$422

Options	
All Wheel Drive	+\$1,350
19" Wheels	+\$500
Blindspot Assist	+\$300
Navigation w/ Multimedia	+\$422
Moonroof	+\$1,300

Color	
Exterior - White	+\$450
Interior - Tan	\$0

Owner	
Original Owner	+\$225

Keys	
2 Keys	\$0

Service Status	
Service Records	+\$100
Protection Package	\$0
Extended Warranty	\$0

Body Damage	
Body	-\$755
Mech	+\$422
Glass	-\$125
Lights	\$0
Tire	\$0
Wheel	-\$375
Interior	+\$422
Attrakt	\$0

Glass	
Rear Window Chipped	-\$150
Windshield	\$0
Front Glass - Right	\$0
Front Glass - Left	\$0
Rear Glass - Right	\$0
Rear Glass - Left	\$0

Body Damage	
Back Door - Right Chipped	-\$150
Back Door - Right Dent	-\$450
Back Door - Left Chipped	-\$150
Front Bumper - Buffable Scuff	-\$25
Front Bumper - Rust Repair	-\$350
Rear Bumper - Buffable Scuff	-\$25
Rear Bumper - Paint Touchup	-\$50

Condition Disclosures	
Original Owner	+\$225
Previous Canadian	\$0
Smoke / Color	\$0
Airbag Previously Deployed	\$0
Hail Damage	-\$245
Lemon Laws	\$0
Water Damage	\$0

☒ Diagnostic Scan Complete (2 Issues Found)



AccuTrade makes the service drive acquisition process quick and easy.

Watch how

Track your service lane success

AccuTrade's built in reporting gives you a clear view into how your strategy is performing

Service appraisals & appraisal rate







See how many appraisals your team is completing compared to total service volume. Stay focused on hitting your appraisal % target to keep your pipeline (and profits) full.

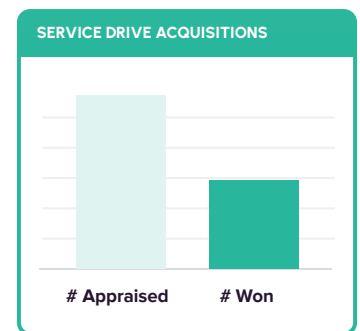
Service appraisal win rate

Measure how often your appraisals turn into acquisitions. Tracking this helps you fine-tune how offers are presented and where your team can close more deals.

OBD loss avoidance (\$)

Know exactly how much profit you're saving by catching hidden mechanical issues before they drain your margins. Every issue detected is money kept in your pocket.

APPRAISALS		
	2021 NISSAN MURANO S WAUHE64B01N096906	Instant Offer \$22,445
	2019 HONDA CR-V EX-L SHSRD684834162107	Instant Offer \$24,424
	2020 BUICK ENCLAVE PREMIUM YY1AS982781085881	Instant Offer \$33,595
	2020 GMC TERRAIN SLE 1N4BL3AP4FC207291	Instant Offer \$21,716
	2018 CHEVROLET EQUINOX LS 4T1BE46R83U346454	Instant Offer \$17,770
	2019 CHEVROLET TRAX FWD 1FANP4F29CL246320	Instant Offer \$16,230



Use our **Turn Rate Calculator** to see how much more you'd save daily by reducing your turn time.

[Get started](#)

Ed Martin Toyota turns service into sales profit

In just 60 days, Ed Martin Toyota transformed their service drive into their most valuable acquisition source using AccuTrade.



Accelerating appraisals from 0 to 60 days

20%

acquisition win rate
on appraisals completed
in the service drive

+26

more vehicles sold
from inventory acquired
in the service drive

+87%

more profit per sale
from inventory acquired
in the service drive

"AccuTrade has helped tremendously in our service drive. The ability to do appraisals from the app in front of the customer builds their confidence in our dealership, scales our vehicle acquisitions for the right money, and also gets more customers into a new/newer vehicle!"



Brandon Selig
Sales Manager
Ed Martin Toyota

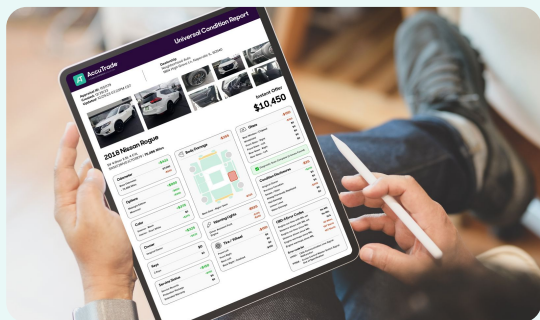
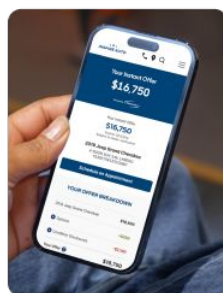
Tune-up your acquisition strategy

Explore more insights, tools, and best practices to help your team scale appraisals across your dealership using AccuTrade.

Appraise your acquisition strategy

Discover how to scale your acquisitions, more profitably, to gain a competitive edge in today's dynamic used car market.

[Learn more](#)



How to text vehicle appraisals

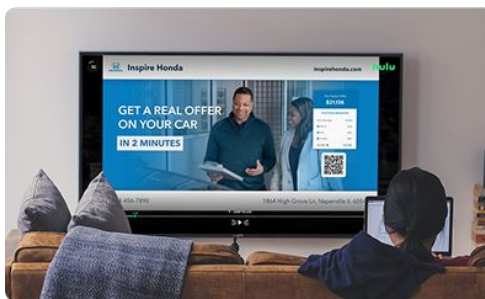
See how to text transparent vehicle appraisals to instantly establish consumer trust with your dealership.

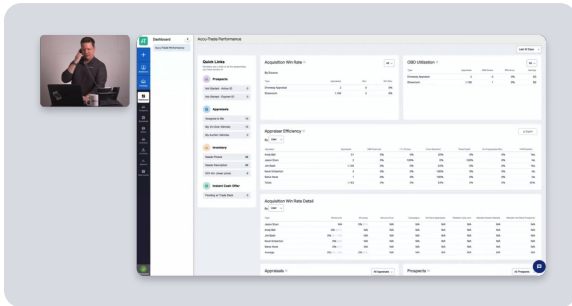
[See how](#)

QR codes scale vehicle acquisitions

Learn how the strategic use of QR codes can maximize your dealership's appraisal opportunities.

[Start scanning](#)





How to appraise over the phone

Watch how easy it is to turn trade-in phone calls into effortless acquisition opportunities.

[Watch how](#)

Calculate your inventory holding costs

Want to cut costs and turn inventory faster? Learn how to calculate holding costs and maximize your profits.

[Get started](#)



Holding costs	
Monthly Holding Costs for the Entire Inventory:	\$67,900
Monthly Holding Costs Per Vehicle:	\$679
Daily Holding Cost for the Entire Inventory:	\$2,263



Start turning service visits into profits today

The playbook is simple — and it works. Dealers are already cutting acquisition costs, increasing their gross profits, and reducing their reliance on old-school auctions by making appraisals part of their daily service lane routine.

All that's left is to get started.

With AccuTrade, you'll have the technology, data, and reporting to scale your service drive acquisitions — without adding complexity to your day.

[Book a demo](#)



Your Instant Offer	
\$20,310	
YOUR OFFER BREAKDOWN	
2020 Ford Escape	\$21,550
Options	+\$250
Color	+\$150
Condition	-\$815
Condition	-\$815
Your Offer	\$20,310