

PPO Morning Market Checklist

A guide for automotive reviews

PREPARATION

Step 1

Review Carvana's inventory, pricing, and merchandising in your market

STEP 2

Market Audit

Audit 3–5 key segments where you overlap with Carvana and CarMax

STEP 3

Review CR

Tighten CR review before lane purchases this week

STEP 4

Identify Crossovers

Identify your top 5 mid-price crossovers and upgrade photos/descriptions

STEP 5

Validate Pricing

Validate pricing and photo sets on all sub-\$15K units ahead of tax season