



## AFFORDABLE INVENTORY PLAYBOOK — SUB-\$25K STRATEGY CHECKLIST

| Focus Area              | Checklist Item                                                                                                                                                                                                          |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Inventory Mix           | <ul style="list-style-type: none"><li>■ Maintain 25–35% of units under \$25K</li><li>■ Blend 5–8 year-old units with strong histories</li><li>■ Keep fuel-efficient + practical models in stock</li></ul>               |
| Sourcing Channels       | <ul style="list-style-type: none"><li>■ Prioritize trades from payment-conscious buyers</li><li>■ Work local fleets/credit unions for offloads</li><li>■ Use live market tools to avoid overpaying at auction</li></ul> |
| Vehicle Standards       | <ul style="list-style-type: none"><li>■ Clean history, no structural damage</li><li>■ Solid mechanical inspection with disclosed repairs</li><li>■ Cosmetic expectations set clearly via photos/copy</li></ul>          |
| Pricing & Merchandising | <ul style="list-style-type: none"><li>■ Price around key payment thresholds</li><li>■ Lead with value story, not 'cheap'</li><li>■ 15+ quality photos and clear options list</li></ul>                                  |
| Turn & Exit Rules       | <ul style="list-style-type: none"><li>■ Target <math>\leq 40</math> days to turn under-\$25K units</li><li>■ Trigger promo/price move by day 30</li><li>■ Exit via wholesale/digital outlet at defined cutoff</li></ul> |