



DIGITAL BUYER READINESS CHECKLIST

- Website & VDPs are fully mobile-optimized and load quickly.
- Each used unit has 15+ quality photos and a clear story-driven description.
- Online payment estimates (with taxes/fees) are simple and transparent.
- Trade-in tool/form is easy to find and frictionless to use.
- Chat/text options are live during business hours and actively monitored.
- Average digital lead response time is under 10 minutes during hours.
- Recent reviews and testimonials are visible on key pages.
- Shoppers can reserve/hold units online with a clear next step.
- Follow-up workflows are tailored to online-first buyers (not generic).
- All CTAs/forms are tested monthly for function and clarity.