

MARGIN RESCUE CHECKLIST — HIGH-PROFIT USED CARS

Step	Checkpoint
1. Vehicle Profile	■ 5–9 years old ■ 60–110K miles ■ Clean history (no structural damage) ■ Strong local demand / model reputation
2. Cost & Recon Math	■ Acquisition cost supports target front-end gross ■ Recon estimate baked in before bid ■ Floorplan/age risk considered in margin
3. Story & Merchandising	■ Service history available or documented ■ 20+ quality photos planned ■ Clear value story vs late-model alternatives
4. Pricing & Turn	■ Priced 5–10% under comparable late-model units ■ Target days to turn set (35–45 days) ■ Day-30 review trigger defined
5. Exit Plan	■ Backup channel chosen (wholesale/digital/trade) ■ Margin floor defined before acquisition ■ Logged for post-sale performance review