

# **PPO Morning Market**

## **Used-EV Daily Execution Checklist**

1. Review EV and PHEV SRP / VDP trends in your primary market.
2. Check current price position for Model 3 and Model Y vs live market.
3. Identify at least three new PHEV sourcing opportunities for the next 7 days.
4. Ensure every active EV listing includes battery and charging transparency.
5. Confirm high-voltage inspection and software update dates in recon notes.
6. Review regional demand signals (Midwest / Southeast) for trades or purchases.
7. Tighten EV and PHEV age targets: flag any unit over 45 days for action.
8. Refresh EV merchandising: titles, feature callouts, range notes, and AI copy.
9. Brief the sales team on today's EV talking points before the first up.
10. Set one concrete EV objective for this week (turn, gross, or acquisition).

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