



PPO Morning Market Update – Daily Checklist

1. Review national wholesale movement (Manheim Index trend).
2. Monitor retail used sales & inventory levels.
3. Spot-check new-car incentives impacting used demand.
4. Evaluate sub-\$15K and <\$25K segment availability.
5. Update store pricing strategy based on overnight changes.
6. Verify SRP/VDP performance and adjust listing titles.
7. Check aging units hitting 45+ and prioritize action.
8. Review EV turn rates and adjust stocking plan.
9. Confirm recon bottlenecks and address high-delay vehicles.
10. Review today's competitive set for price shifts.