



WHOLESALE SOURCING MASTER CHECKLIST

Focus Area	Checklist Item
Platform Diversification	■ Maintain 3–4 active auction sources (digital & hybrid) ■ Track success rates and ROI by platform ■ Build relationships with key auction reps for insight
Condition Risk Reduction	■ Require digital condition reports before bidding ■ Apply recon cost factor before max bid entry ■ Flag high-risk VINs and verify option codes
Benchmark Bidding Windows	■ Track average sale price vs. MMR by lane and region ■ Analyze win/loss data for overpay trends ■ Use historical bid ranges to define ceiling prices
Timing & Market Awareness	■ Focus on early-week lanes to reduce competition ■ Monitor seasonal wholesale trends and pricing dips ■ Schedule consistent bidding windows for accountability
Exit Path & Turn Alignment	■ Define resale channel before every purchase ■ Align buy decisions with 45-day retail strategy ■ Log margin per channel to inform future sourcing