

Providing an Effective Remarketing Solution for Clients Upholds Company Reputation and Professionalism

Situation

Established in 1959, TCAR is headquartered in upstate New York and has been in business for three generations of the Dunleavy family. The company employs 30 branches in the Northeast, including New York, Connecticut, Rhode Island, Vermont, Maine and also in northeastern Florida.

Although TCAR had been remarketing online for years, the company is always on the lookout for cutting edge technology and best business practices to improve the business. When they revamped their website in 2009, they researched their online remarketing options to make sure they had the best option for their clients.

Solution

Although TCAR was concerned about the initial legwork to list the cars, the difficulty of selling out of state and title work for out of state sales, they found the whole process less time consuming and with less obstacles than they thought. After listing their first car on OPENLANE, it sold within a two days and opened the door to their current success.

“The way things are going towards the future, most physical auctions are not thinking outside the box,” said Patrick Dunleavy, Remarketing Manager at TCAR. “Clients want the best remarketing process possible and OPENLANE brings a lot to the table. Online remarketing is where the industry is headed.”

One challenge TCAR encounters is selling cars from remote locations, but they’ve found OPENLANE is an effective solution.

“Some of these cars aren’t in very populated areas and the closest auction is miles away, but we can put the cars in front of thousands of buyers on OPENLANE,” said Dunleavy.

Results

- Although TCAR's track record in remarketing has been extensive, TCAR's clients are more apt to give the company the chance to sell their cars because they use OPENLANE.
- "OPENLANE is one of the first options we give to clients, and since we use PRIOS, which has a direct online tie-in with OPENLANE, clients can track their car and it makes it easy for them," said Dunleavy.
- Dunleavy also touts first-class customer service as reasons for a productive business relationship between TCAR and OPENLANE.
- "Anytime we need something done or have a special request, a response is immediate. They're there for us, and the courtesy and service they provide is one of the best in the business right now."
- "Recovery companies should definitely put OPENLANE in the arsenal of tools to use, especially when you have a car somewhere remote and want to get it sold while keeping the costs down. It's not going to be the number one technology for everyone but having it in your bag of tricks is important. OPENLANE is becoming a big name in the industry and it's important to jump on board."

TCAR

PO Box 589

Burnt Hills, NY 12027-0589

(518) 346-6286

operations@TCARInc.com

www.tcar-recovery.com