



# Retail My Ride.com

Your Go-To Source for Free Dealer Inventory



**Connecting Private Party & Institutional Sellers  
with Participating Retail Consignment Dealerships**

# Who is Retail My Ride?

The only auto retail consignment platform that attracts, informs, converts and connects private party and institutional sellers with independently-owned retail dealers who offer professional consignment selling services

- Launched: 2018
- Geographic Coverage: National
- Dealer Sign-up: Free (online)
- Dealer Pricing: Per Consigned “Landing Fee.” No Car, No Cost!
- Vehicle Types: Cars, Trucks, SUVs, Vans, Classics, Exotics, Antiques, Luxury
- Seller Types: Private Party and Institutional
- Dealer Training (newbies): “Become A Consignment Dealership 101”
- Learn More: Go to [GetFreeInventory.com](https://www.getfreeinventory.com)



# Dealer Inventory Sourcing Options

## Owned

**Buy + Recon + Own = Sell**

(Cash/Floorplan) (Costs) (Costs) (Market Risk)

### Auction

Physical: Manheim/ADESA/Others

Online: OVE/OpenLane/Carsker/Other

### Private Party

- Trade-Ins
- "We Buy Cars"
- Lease Returns

## Consigned

**Consign + Recon = Sell**

(Free Cars) (Revenue) (Little Risk)



**Retail My Ride**

Your Source for Consignment Inventory



- Private Party Cars
- Institutional Cars

*"You don't have to own them to sell them and make good money"*

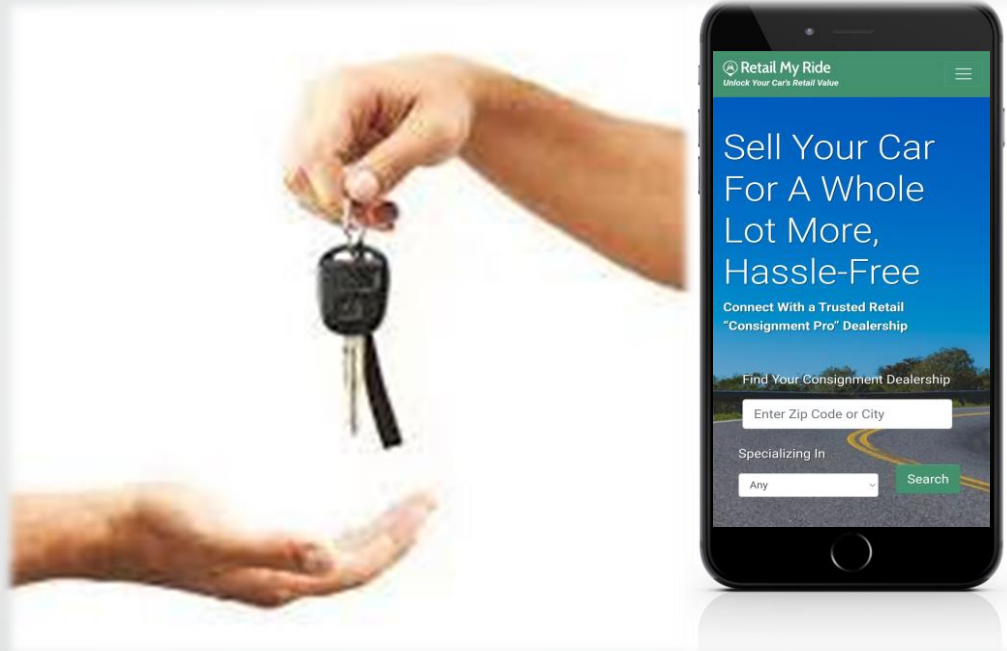
*"Direct to dealer. No transport cost. Just a small landing fee to us."*

# Consignment Key Benefits

## Financial, Operational, and Customer Satisfaction

-  Free Cars: No Capital Outlay, No Floorplan Expense, No Transport Cost
-  Costs Become Revenue: Reconditioning, Repairs, Holding Costs
-  Reduced Market Volatility: Price Drops Are On Seller, Not Dealer
-  Improved Inventory Mix: Hard-to-Find, Low Mileage, Cream Puffs, Highline Cars
-  Faster Turn Rate: “Triple-Win” Pricing Drives More Buyer Traffic to Dealership
-  Improved Customer Loyalty & Repeats: Two Happy Customers Per Car Sold
-  Never Lose Money: Unlike Owned Inventory, Can Not Lose Money on Consigned

# Private Party Consignment



## Vehicles Sourced From Our Website Visitors

- Free Sign-Up for All Qualified Licensed Dealers
- Go to [RetailMyRide.com](https://RetailMyRide.com) to register online

# Institutional Consignment

“Retail Remarketing”



Vehicles Sourced From Our Partner's National Clients  
(Banks, Credit Unions, Fleets, Lease, Other)

# Retail My Ride Bulk Program

Institutional Sellers Looking for a Resale Lift Opportunity  
Versus Traditional Auction Conveyor Belt Approach

Client Cars Shipped Free to Select Retail Dealers in Texas, Florida, California,  
Georgia, North Carolina, South Carolina, Illinois, Missouri, and Colorado



# Bulk Program Highlights

- Condition Grades 3.5 or Higher
- Pick Your Vehicles from Eligible Inventory List
- Vehicles Shipped To Your Dealership Free of Charge
- Authorized Starting List Price = "Great Deal"
- Average Value \$18,000 – Sweet Spot for Faster Moving Cars
- Average Turn Rate 18-20 days
- Flat "Success Fee" Earned Per Vehicle Sold
- Additional Revenue for Seller Approved In-House Reconditioning
- Keep 100% of Dealer Doc Fee, F&I income, Warranty and Trade-ins



# Standard Vehicle Eligibility Criteria

## Eligible

- ✓ No check-engine or airbag lights
- ✓ No bad tires (<5/32 tread)
- ✓ No bad brakes (<4mm pads, warped rotors)
- ✓ No failing major components like suspension, steering, transmission, A/C
- ✓ No major leaks - oil, steering, transmission, coolant
- ✓ No permanent foul odors or stains
- ✓ No major body damage or cracked windshields
- ✓ No broken or inoperable electronic components

Dealer can request seller approval to perform reasonable “deferred maintenance” items and reconditioning to make vehicle front-line ready if will improve resale value and turn rate

## Absolute Ineligible

- ✗ Inoperable engine
- ✗ Bad transmission
- ✗ Frame damage
- ✗ Structural damage
- ✗ Flood
- ✗ Manufacturer buyback (lemon)
- ✗ Inoperable odometer
- ✗ Branded titles – salvage, rebuilt
- ✗ Total insurance loss
- ✗ Airbag deployed (current or previous)

# Get Connected to Free Inventory

Step 1: Register your dealership online at [RetailMyRide.com](https://RetailMyRide.com)

(Free sign up takes 5 minutes to create User ID & Password)

Step 2: Log in and create your dealer profile

(We will contact you to complete dealer set up and onboarding process)

Step 3: Call us at 833-795-CARS (2277) if you:

(Or email us at: [Info@RetailMyRide.com](mailto:Info@RetailMyRide.com))

- ✓ Are a consignment newbie and need training to become a successful "Consignment Pro" dealership
- ✓ Operate in Florida, Texas, Georgia and are interested in our Bulk Consignment program
- ✓ Have any questions or need assistance