

Car Consignment Golden Rules

A Practical Framework for Dual-Path Dealers

By Retail My Ride — America's #1 Hub for Car Consignment

1. Maintain Uniform Vehicle Selection Criteria

Apply the same inventory standards regardless of acquisition channel — auction, trade-in, or consignment. If a vehicle fits your retail model, it should qualify no matter where it comes from.

2. Be The Market Expert — Always Show the Math

Set realistic, data-driven expectations with the seller from the start. Educate them on market conditions, comparable vehicles, and pricing strategy. Show them the side-by-side math — Instant Cash Value vs. Projected Net Seller Consignment Proceeds — using Retail My Ride's Consignment Calculator tool.

3. Process All Vehicles the Same

Consignment vehicles should move through the exact same workflow as owned inventory: evaluation and appraisal, reconditioning, merchandising, marketing, sale, F&I, and post-sale follow-up. Dealer bears the cost of reconditioning on owned vehicles, while the seller is responsible for reconditioning cost on consignment — same level of get-ready. Consistency builds trust and maximizes results.

4. Use the “Triple-Win” Pricing Methodology

Every consignment vehicle should be positioned to create a win for all parties:

- a. Sellers** – Receive more than they would from an instant cash offer or trade allowance.
- b. Buyers** – Get a good deal below full retail while enjoying a trusted, professional dealership transaction.
- c. Dealers** – Earn a strong sale fee, generate recon revenue, capture F&I income, and create two happy customers per sale.

The Dual-Path Advantage

Dealers who offer both “We Buy Cars” and “We Buy & Consign Cars” convert more private-party opportunities, acquire more retail-ready inventory, and win more deals without taking on unnecessary capital risk.