

THE ULTIMATE USED INVENTORY PLAYBOOK FOR DEALERS

Earn More Margin. Move Metal. Grow Like a Pro.

Foreword

Used motorcycles are one of the most overlooked, and most profitable opportunities available to dealerships today.

In the past few years, I've worked with hundreds of powersports dealers across the country, and the one truth I keep coming back to is this: success in the used bike business isn't luck. It's process.

This expanded version of the MotoHunt Used Inventory Playbook brings together the best practices we've developed, along with the firsthand tips & strategies of veteran buyers & sellers who have built a business around high-velocity, high-margin inventory.

Whether you're just starting to build your used bike strategy or you're looking for some tips to improve your current operation, this ebook is for you.

We've layered in the real-world playbook that dealers use every day. You'll find tactical advice, tools you can apply immediately, and examples you can model inside your own dealership.

This is the playbook I wish every powersports dealer had.

Let's get to work.



Jacob Berry



SECTION 1:

HOW TO FIND AND BUY THE RIGHT USED BIKES

"THE PROFIT IS MADE IN THE BUY, NOT THE SALE"



1.1 WHOLESALE BUYING (DEALER-TO-DEALER)

Wholesale buying is one of the most reliable and underused ways to acquire quality used units.

Automotive dealers and single-line stores (especially Harley-Davidson dealerships) often take in metric powersports or other non-desirable units as trades, but rarely want to retail them.

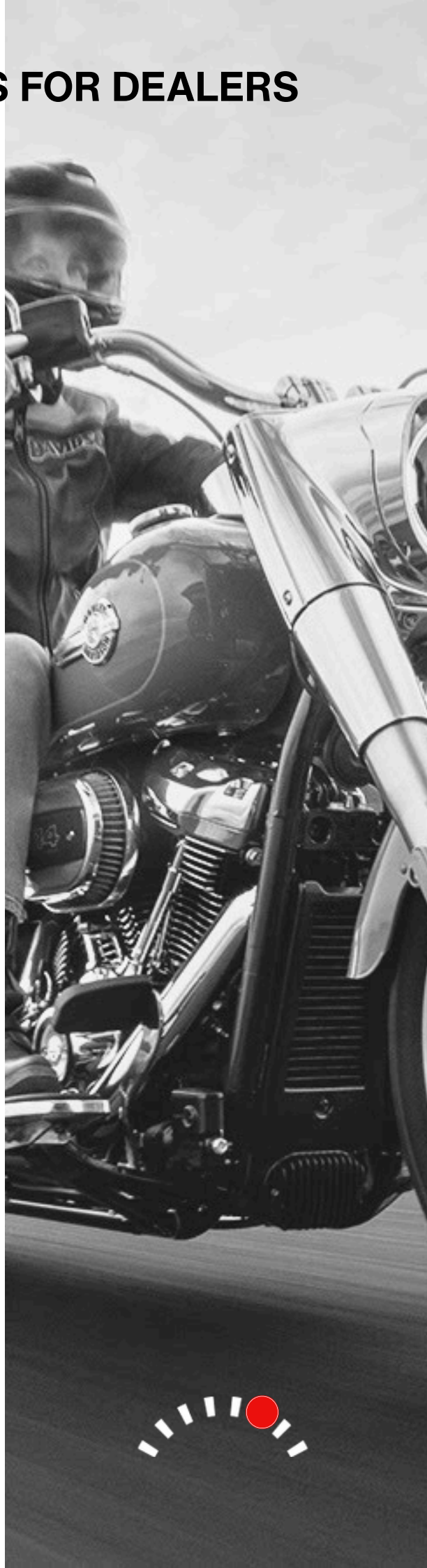
That means they're looking for a clean, fast way to get them off their books.

When you give them a direct line to reach you during a deal, especially if they can get a buy bid while the customer is still in front of them, you instantly become part of their sales process. By building strong relationships with these store managers, you can become their go-to buyer.

Don't wait for a call. Show up. Drop off business cards. Bring donuts. Ask, "***What'd you take in this weekend?***" The more visible and consistent you are, the more opportunities you'll uncover.

🎯 WHOLESALE BUYING TIPS FOR DEALERS

- ☑ Build as **many relationships** with automotive and single-line powersports dealers
- ☑ Offer to be their **go-to buyer** for anything metric or off-brand.
- ☑ Provide a **quick buy** bid during their deal—make it easy for them to say “yes.”
- ☑ Visit in person regularly, face time beats phone follow-ups.
- ☑ **Always Ask:** *“What’d you guys take in the weekend?”* (every Monday counts)
- ☑ **Leave** behind business cards, printed buyer guides, or reminders that you’re “the guy”.
- ☑ Don’t be too picky, taking the occasional “meh” unit **earns trust** for the great ones.
- ☑ Be reliable, responsive, and ready to buy, **speed wins** in wholesale relationships.





1.2 BUYING AT AUCTIONS & HOW TO WIN INVENTORY

Auctions are one of the **fastest ways** to acquire used inventory in volume, but they're also where your discipline gets tested. Between competitive bidding, buyer fees, and transport logistics, your profit is made before the gavel drops.

National Powersports Auction (NPA) is the leader in the space, with weekly runs that provide **consistent access** to a wide range of units. With that said, don't ignore other regional auto auctions that may sell powersports, they can be less competitive and offer hidden gems.

Start by previewing upcoming auction inventory. This is your **run list,** your chance to pre-value bikes based on condition, market comps, and what you know you can move. Set hard price limits based on:

- Unit condition & score
- Mileage & accessories
- Expected reconditioning cost
- Transportation and buyer fees
- Your expected retail return

Every auction uses a condition or grading system. **Learn it inside and out.** Study the photos, notes, and damage callouts.

If you're buying online, **double your diligence!** Scratches, leaks, or salvage titles can easily eat up your entire margin if you're not careful.

Before You Bid:

- Factor in buyer fees and transportation costs when determining max bid prices.
- Identify seasonal patterns where certain models may be more or less competitive.
- Diversify auction purchases with a mix of popular and high-margin models.
- Apply your own historical knowledge on what **sells quicker** in your market with your customers.



📋 AUCTION CHECKLIST FOR DEALERS

- ☑ **Preview** the auction run list 2–3 days in advance.
- ☑ Set your bid ceilings based on reconditioning, transport, and profit **goals.**
- ☑ Know each auction's condition grading system, read between the lines.
- ☑ Stick to what you know sells well for your store, but leave room for high-margin outliers.
- ☑ **Build discipline**: never bid emotionally or stretch to "win" a bike that won't turn.
- ☑ **Track** which auctions consistently yield good product, and at what price point.
- ☑ Consider attending in person when possible, photos can't show smell, sound or details.
- ☑ Factor in total landed cost, not just hammer price.





1.3 MINING YOUR SERVICE LANE FOR USED INVENTORY

Your service department might be your **most overlooked** acquisition channel.

Every day, customers roll in with bikes that might be one big repair away from a trade-in opportunity and most dealers don't have a system to catch them.

The key? Start treating your service lane like a used bike lead source.

Many customers are **open to selling or trading** if they're presented with a fair option especially when a major repair is involved, or if the unit is out of warranty and nearing its depreciation cliff.

Prioritize vehicles that were originally purchased at your dealership and are out of factory warranty, needing costly repairs.

When's the last time you visited your service department for quality buys?

Train service advisors to engage customers on potential trade-in options. Some dealers incentivize with a spiff or bonus pay for bringing service customers to the sales department for trade-ins.

"Hey, before you invest in that $1,200 repair, I just wanted to ask—have you thought about trading this in?

Depending on the market, you might be in a position to upgrade with less out-of-pocket than you think."

Pro Tip:
Set up a weekly cross-department meeting where sales and service review potential buy opportunities from the current or prior week's r.o.'s. Make this a habit, not a one-off.



🔧 ACTIONABLE TIPS FOR SERVICE BUYS

- ☑ Run daily service checks on open or new “CP” repair orders.
- ☑ Sort for year, make, model, and mileage ranges that match your inventory sweet spot.
- ☑ Flag any units needing out-of-warranty, high-dollar repairs.
- ☑ Give service writers a script or trigger phrase to introduce trade-in conversations.
- ☑ Consider offering a bonus or spiff to advisors who pass leads to sales.
- ☑ **Provide managers** with a rapid appraisal workflow to act on these leads while the bike is still in the store.
- ☑ Print trade offers and attach to the RO receipt at time of pick-up.
- ☑ **Follow up** via text or email within 24 hours if the customer didn’t engage on-site.





1.4 PRIVATE PARTY PURCHASING

Buying directly from private sellers is hands down one of the **most profitable** (but time-intensive) ways to build your used inventory.

When done right, it produces high-margin units, fast turns, and consistent pipeline.

Most sellers on Facebook Marketplace, Craigslist, or OfferUp are not prepared for the avalanche of low-effort, single-button “Is this still available?” messages.

That’s your edge. A dealership with a transparent process, real buying power, and a fast response system can win 9 out of 10 times, **if you hustle**.

Private sellers don’t have access to market comps, book value, wholesale data, or buyer resources.

Private sellers are busy and do not want to deal with:

- Digital tire-kickers or Flaky buyers
- Neutral meeting spots with strangers
- DMV paperwork
- Cash arrangements

Sample Script to Use with Private Sellers:

"Hey! I saw your bike listed, it's exactly what I'm looking for. I'm in charge of buying at our dealership, and we make same-day cash offers.

I can come out, inspect the bike, and make it super easy on your end. Would you be available later today or tomorrow?"

This strategy takes consistency, but it works. I've personally built entire used bike departments on this method alone.

Just remember: the buyer doing this needs authority and experience. They should know how to inspect on-site, negotiate professionally, and close the deal.
And above all, they need to be consistent.

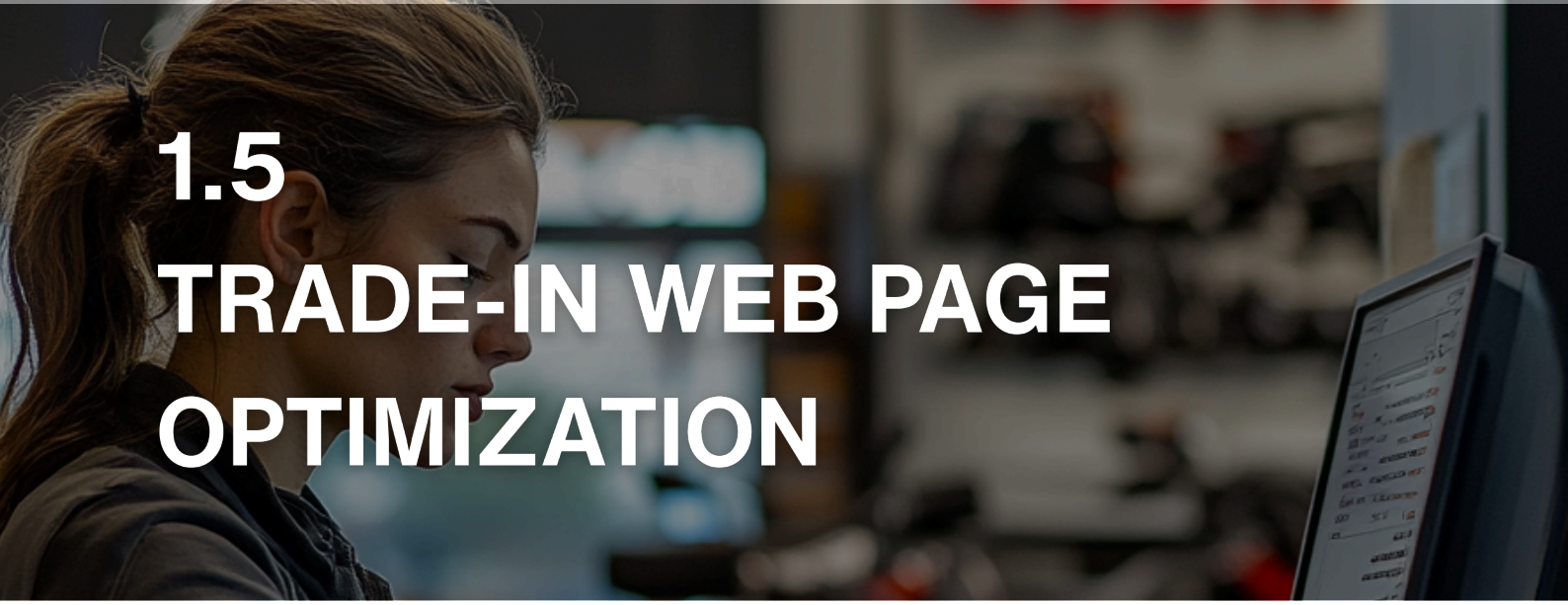
Pro Tip: Use MotoHunt's new Buy Center:
Track all your appraisals in one place.
Scale starts with organization.
Scan the QR code to learn more.



🏁 BEST PRACTICES FOR BUYING PRIVATE

- ☑ Set up alerts on your favorite website (if applicable) FBM, Craigslist, Motohunt, Offer Up, CycleTrader or Chopper Exchange for specific models you **want to target.**
- ☑ Check listings multiple times daily, the best deals go fast.
- ☑ If you have a buyer, train them to act immediately, with professionalism. No “Is this available?”... lead with intent.
- ☑ **Always be transparent** that you’re a dealer; honesty builds trust.
- ☑ Once a negotiation has taken place, get the seller to “**take down**” their live listing quickly.
- ☑ Use a dedicated truck and trailer, you’ll often be negotiating on someone’s driveway.





1.5 TRADE-IN WEB PAGE OPTIMIZATION

Your Website Should Be a Lead-Generating Machine, Not Just a Digital Brochure.

Your website's trade-in form is one of the highest intent, **most valuable** lead sources your dealership has. When a customer submits that form, they're already thinking about doing business with you, they're raising their hand and telling you they're ready to talk numbers.

And yet, most dealers treat this lead like a standard "request info" or cold contact. ***Big mistake.***

Think about the customer's mindset:

- They're actively requesting info now to sell or trade
- They're considering an upgrade (buy intent)
- They trust your dealership enough to enter personal information

If you're not building processes around this lead source, you're **missing easy wins** and likely feeding your competitors.

Ensure fast response: Every lead should be responded to within one hour, ideally **15–30 minutes**.

Use a dedicated "**Trade Specialist**" or manager: Assign a single team member to own this category. This person should:

- Appraise quickly
- Communicate confidently
- Set next steps (in-person appraisal, conditional offer, trade-up and loan buy out, etc.)

Use personalized follow-up: Don't hit them with a generic "Thanks for your inquiry" template. Use language that reflects urgency and professionalism:

The average dealership's trade-in form is buried three clicks deep with a generic confirmation email that doesn't get followed up for 3+ hours.

That's not a strategy, it's a missed opportunity.

Treat this page like a front-line acquisition tool, and you'll unlock a steady flow of qualified used inventory, without chasing.



🔍 PLACES FOR TRADE/BUY MESSAGING

- ☑ Feature messaging or buttons “above the fold” on your desktop & mobile.
- ☑ Google Ads specifically for people using keywords “sell my motorcycle” or “ATV trade value”.
- ☑ Add calls-to-action in service print-outs.
- ☑ Use QR codes on flyers, events, showroom signs and service desks.
- ☑ Add to the outbound text & email templates for the sales dept.
- ☑ Monthly newsletter for specials, discounts & event announcements.
- ☑ Social Media channels using graphics and video to promoting ease and convenience.
- ☑ Dedicated trade page with clean and visible call to action and “WIIFM” (what’s in it for me).



🏍️ Used Inventory Sourcing Worksheet

Dealer or Buyer Name: _____
Date: _____

SOURCE:
□ Trade-In □ Private □ Auction □ Service Dept □ Wholesale

VEHICLE INFO:
VIN: _____
Year: _____ Make: _____ Model: _____
Mileage: _____
Condition Grade: □ Poor □ Fair □ Good
Accessories/Mods: _____

SELLER INFO:
Name: _____
Phone: _____
Email: _____

Listing Location (if online):
□ FBM □ Craigslist □ OfferUp □ Trader □ Other: _____

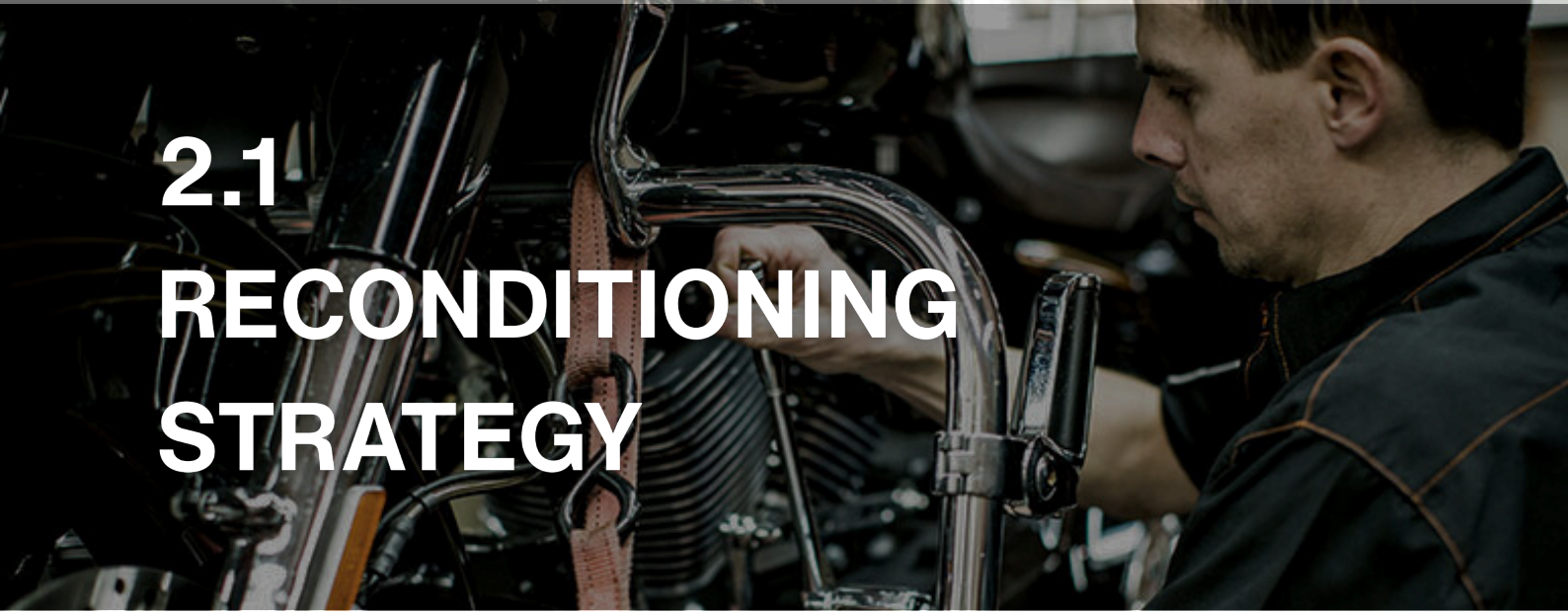
Asking Price: $_____
Offer Price: $_____
Final Agreed Price: $_____
Loan Payoff: $_____
Check # _____

Notes:_____



SECTION 2: MAXIMIZING EVERY USED BIKE FOR MAXIMUM PROFIT

"INSPECT WHAT YOU EXPECT"



2.1 RECONDITIONING STRATEGY

Speed = Margin: The faster a bike is reconditioned and retail-ready, the sooner it can start generating interest from customers.

If they can't see it, they can't buy it. And if it's sitting in the back of your service department, waiting for work to be done, it's depreciating by the day.

Set a turnaround target for standard reconditioning, shoot for days, **not weeks**.

Any late-model, low-mileage unit that doesn't need heavy repair work should be fast-tracked.

High-performing dealerships treat their recon process like a production line:

- Fast-in, fast-out, detailed & "front line ready"
- Clear status updates & found issues
- Accountability for delays & parts ordering

This isn't about cutting corners, it's about building urgency into your workflow.

📈 A WORKFLOW FOR QUICKER FLIPS

- ☑ Create a **priority** workflow with your service department to quickly identify and move high-demand units, without tying up master techs from retail repair jobs.

- ☑ **Pre-stock** essential parts like tires, fluids, filters, and pads to eliminate delays. Buying these in bulk also helps reduce costs.

- ☑ Establish a **“retail ready”** checklist that includes final inspection, test ride, and visual sign-off before it hits the floor or website. (see worksheet)

- ☑ Treat recon time like floorplan interest, because every extra day reduces your profit.

Expert Tip:

“I try to avoid bikes that need a lot of recon. Every hour in service is a dollar off your margin. If I can stick to oil changes and tires, I’m happy.”



🏍️ Used Inventory Recon Worksheet

INITIAL INSPECTION

□ Confirm VIN, mileage, and condition
□ Note any visible damage or modifications
□ Assign Condition Grade: Poor / Fair / Good / Excellent
□ Add to tracker (Sheet, DMS, or MotoHunt Buy Center)
□ Prioritize quick work or a high-demand unit
□ Coordinate service department schedule & availability
□ Check inventory for needed parts, tires, fluids, filters, etc.
□ Order not-in-stock parts quickly to avoid delays

COMPLETE SERVICE

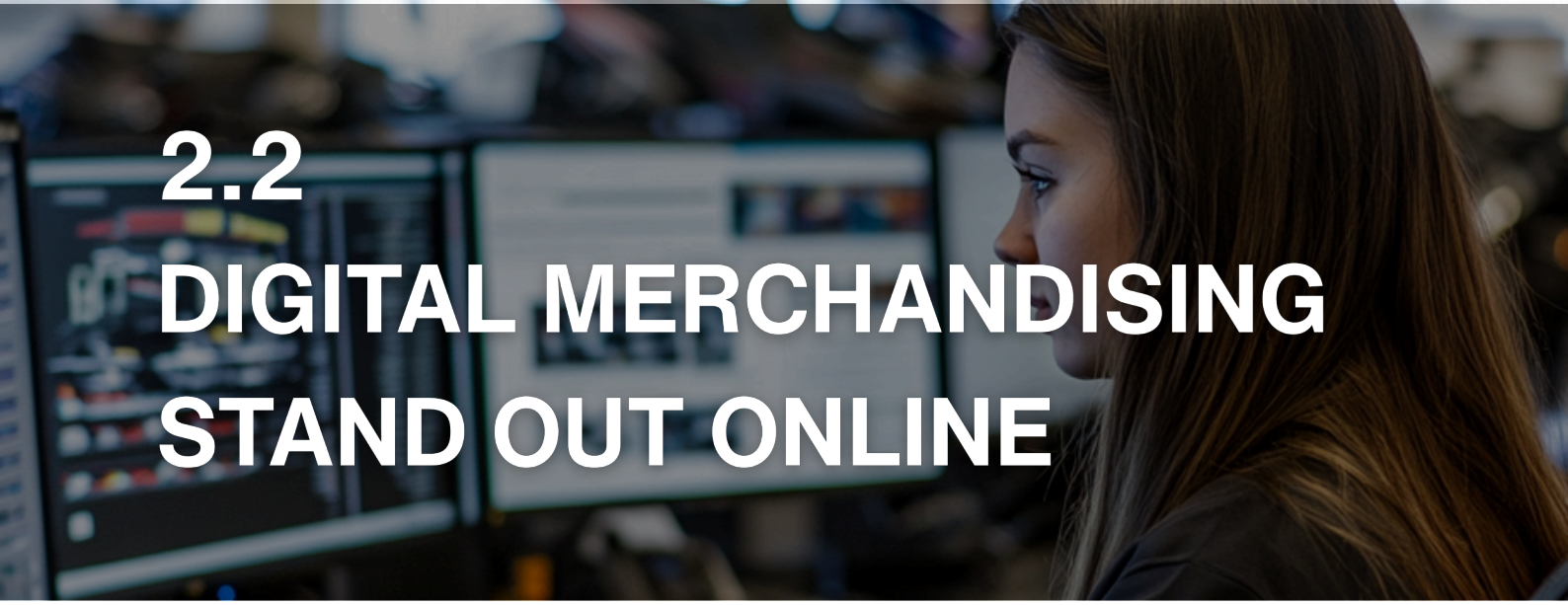
□ Assign to tech and complete recon within 24 hours
□ Apply labor cost and adjust total costs to MU invoice
□ Final inspection: lights, brakes, fluids, cosmetics
□ Test ride + Quality Control safety items

READY FOR RETAIL

□ Notify sales/marketing that bike is ready
□ Move to staging area for photos & showroom area
□ Upload photos and list on DMS or Website inventory
□ Manage age, pricing & competitiveness with MotoHunt

Dealer Best Practices

- Target Recon Time: 72-120 hours
- Track recon days per unit
- Hold weekly reviews to identify slow-downs
- Offer bonuses for recon efficiency
- Use MotoHunt Premium to price and prep faster



2.2 DIGITAL MERCHANDISING STAND OUT ONLINE

A well-merchandised bike sells faster. Period.

In today's world, your digital showroom is the first (and often only) one most customers will ever see.

Your listing quality **directly impacts** your lead volume.

CORE STANDARDS FOR EVERY USED BIKE LISTING

- 12–15 high-resolution photos from multiple angles
- Include close-ups of installs, upgrades, and accessories
- Clean background: use a blank wall or garage door instead of a cluttered lot. Avoid distracting the viewer.
- Accurate, compelling description with:
  - Your dealership "why buy"
  - Written list of installed accessories or parts
  - Key features of the model (OEM info or specs)
  - Your service guarantee
  - Financing offers or payment options

Update pricing using data-based current market comps and local competitors similar units.

Use MotoHunt's to manage missing photos, descriptions, VIN issues, MAP pricing & more. Scan the QR code to schedule a demo.

📌 TIPS FOR THE PERFECT ONLINE LISTING

- **Good Lighting = More Value:**
  Harsh shadows, yellow shop lights, or dark indoor pics can kill the vibe, and the price.
  Shoot in natural daylight or near white-balanced LED lighting for clean, crisp images.

- **Don’t Crowd the Frame:**
  When bikes are jammed together in a row or shot at awkward angles, customers scroll right past. Give each unit room to breathe. Customers can see the effort and that builds trust.

- **Consistency Across All Listings:**
  Same angles, same lighting, same tone of voice. It looks professional, and it builds your online brand.

Expert Tip:

“I want the buyer to feel like they’re already sitting on the bike before they even come in. That means great photos, clear descriptions, and a price that makes sense today, not 60 days ago.”





2.3 SHOWROOM STRATEGY: STARTS WITH PLACEMENT

A well-positioned used unit will outsell a forgotten one in the corner 10 times out of 10.

When **floor space is tight,** which it always is, the difference between front row and back lot can mean days vs. weeks on market.

Used bikes need just as much visibility as new units. In fact, they have more margin, so why bury them?

- Stage high-demand used bikes just outside the front door using professional signage and pricing tags attached.
- Create a mini "**Pre-Owned Deal(s) of the Week**" area that rotates based on what needs love.
- Use banners or flags to signal to walk-in traffic that there's some special deals to see.

Pro Tip:

"If a bike hasn't had leads on it in a few days, it's time to move it, literally. Showroom inventory isn't static, it's a stage. Re-arranging is part of selling the experience."

🛠️ TIPS FOR MAXIMUM EXPOSURE



- ☑ Designate a “**Used Area**” inside the store. Think near the service desk, front window, or anywhere with high foot traffic. Don’t hide them in the overflow row.

- ☑ Use floor tags, table tents, or **hang tags** in bright colors for any used unit. Highlight key selling points:
  - “1-owner, low miles”
  - “Service records available”
  - “Ready to ride—just serviced!”

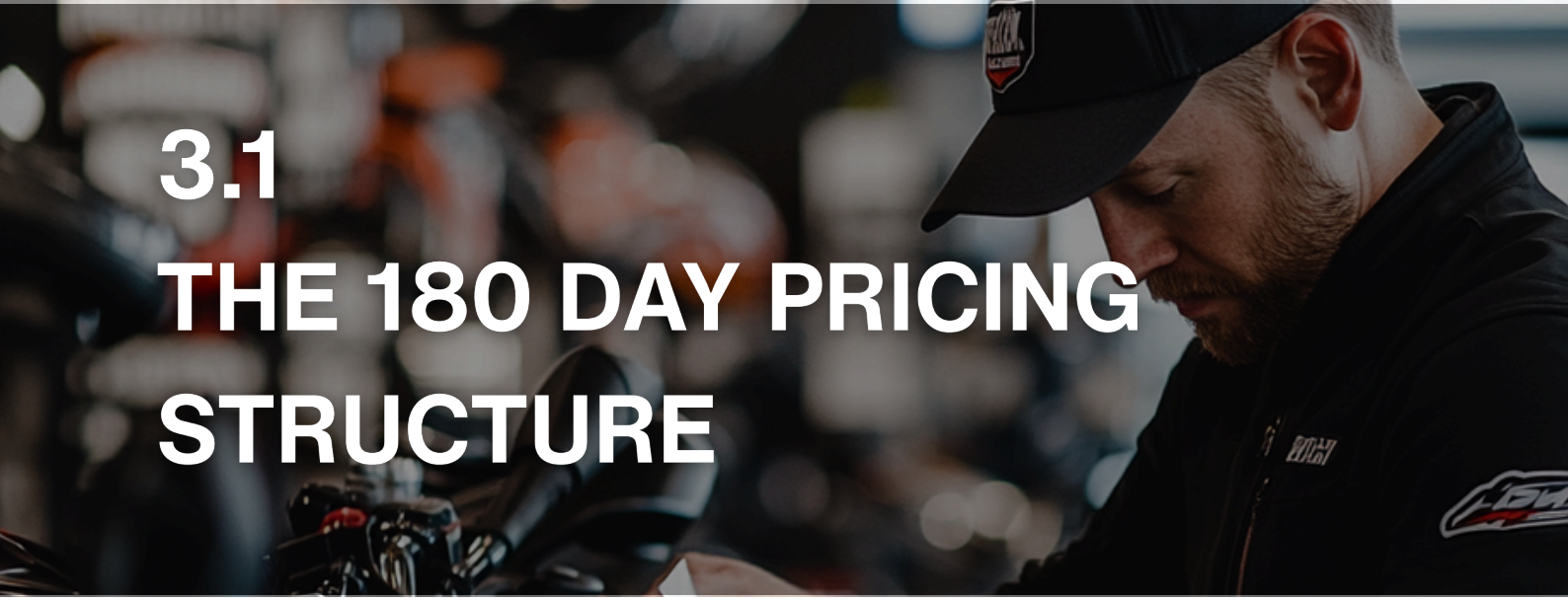
- ☑ Offer test ride incentives. A $25 gas card or small swag item in exchange for a test ride can help move the right unit, especially if you need to **flush out aged inventory.**

- ☑ Rotate Monthly. No exceptions. Inventory gets stale when it never moves physically. Set a calendar reminder to shift placements. Your regular walk-ins will notice and **re-engage**.



SECTION 3: SMART INVENTORY MANAGEMENT

"YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE"



3.1 THE 180 DAY PRICING STRUCTURE

MANAGE THE METAL, NOT THE EMOTION.

Used inventory doesn't age gracefully. Every day a unit sits unsold, it loses momentum, market value, and margin. But many dealers delay making pricing moves out of hope, attachment, or because "someone might buy it next week." That's emotional pricing and it's deadly.

Instead, top-performing stores treat every used unit like a financial asset with a clock ticking. Pricing adjustments are made proactively, not reactively, using clear intervals, local demand data, and a margin-driven mindset.

Every dealership is different. Your ideal pricing windows may shift based on:

- Season weather events (depending on your on/off-season)
- Local demand surges (riding season kickoffs)
- Inventory levels at the time

The point isn't to follow a plan. Build your own version of the 30-60-90-180 timeline and commit to it.

📊 THE 180-DAY MODEL (FRAMEWORK)



☑ 30 DAYS: REALITY CHECK

- Review VDP (vehicle detail page) views, leads, and interest.
- Reassess listing quality: photos, description, and merchandising.

☑ 60 DAYS: MARKET REPOSITION

- Re-stage on the showroom floor or move to a higher visibility area.
- Add the unit to your next paid ad campaign or email blast.
- Recalculate retail pricing to comp trends.

☑ 90 DAYS: EXIT PLANNING

- If the unit still hasn't moved, evaluate wholesale options or auction values.
- Apply 5–10% reduction based on real comps, not gut feel.
- Is the unit price aligned with current buyer expectations?

☑ 180+ DAYS: CAPITAL RECOVER

- Liquidate Time. The goal is to recover cash and turn the page.
- Send to auction, discount heavily, or package into multi-unit lot deals.
- Use this unit as a loss leader in your marketing to draw in buyers, even if it's a break-even sale.



3.2 LEVERAGE DIGITAL MARKETING CAMPAIGNS

Marketing isn't just for new discounted leftovers, your entire used inventory needs to be **promoted regularly** and intentionally.

Used bikes and ATVs typically carry higher margins, but they don't sell themselves.

Whether it's a freshly acquired unit or something that's been sitting, visibility is everything.

If customers can't find it or don't see a reason to act, they'll move on to another dealers options.

Used inventory should show up in **every marketing** channel your dealership uses, with fresh pricing, clear photos, and urgency-driven messaging.

The goal is to create digital traffic that turns into walk-ins, phone calls, and sales.

Use MotoHunt Premium's dynamic catalog feeds for your google & meta campaigns advertising strategy. Scan QR to book demo.

📍 FEATURE YOUR INVENTORY ONLINE



- ☑ **GOOGLE ADS**
  Target high-intent searches with dynamic inventory ads.

- ☑ **META ADS (FB & IG)**
  Use carousel or catalog ads with “specials” headlines.
  Email Campaigns & Newsletters – Highlight aged units under “Manager’s Specials.”

- ☑ **TEXT CAMPAIGNS**
  Short messages to hot leads or past customers.

- ☑ **SOCIAL MEDIA POSTS**
  “Last Chance,” “Just Marked Down,” or “Ready to Ride Today.”

- ☑ **MANAGER’S SPECIALS PAGE**
  Create a dedicated section for deal-price units on your website.

- ☑ **3RD PARTIES & CLASSIFIEDS**
  Motohunt.com, Trader, Craigslist, FB Marketplace, and other online listing platforms.

- ☑ **IN-STORE DIGITAL SIGNAGE**
  Got a TV in service or parts?



3.3 EXIT STRATEGIES FOR STAGNANT INVENTORY

"Every pre-owned unit has a shelf life. Don't wait too long to make a move and get rid of it."

Not every used unit will retail fast at a profit. That's just the game.

The real pros know when to cut losses, recover capital, and move on.

Stagnant inventory **kills more capital** through inaction than through markdowns.

The longer it sits, the more invisible it becomes to customers and the more costly it becomes to your bottom line.

Having a clear exit strategy helps you stay objective, avoid emotional pricing decisions, and free up space for faster-moving inventory.

🛠️ OPTIONS TO EXIT USED INVENTORY



✅ **DEALER WHOLESALE**
Network with trusted dealers in your region who may retail what you can't. A dirt bike may sit at your store but move fast two zip codes over.

✅ **AUCTION**
Schedule inventory for upcoming powersports or regional auctions. Even at wholesale value, you're getting clean capital back to reinvest in better buys.

✅ **MULTI-STORE TRANSFERS**
If you're part of a group or network, rotate inventory between rooftops. Another store may have a better chance at retailing the unit based on location, customer base, or season.

✅ **LIMITED-TIME FLASH SALES**
Mark it down, feature it online, and push it across every channel (email, banner, text, ads) for 72 hours. Create urgency



SECTION 4: CREATING A CULTURE OF USED INVENTORY SUCCESS

"EVERYTHING YOU WANT IS JUST OUTSIDE YOUR COMFORT ZONE"



4.1 HOW LEADERSHIP DRIVES SUCCESS

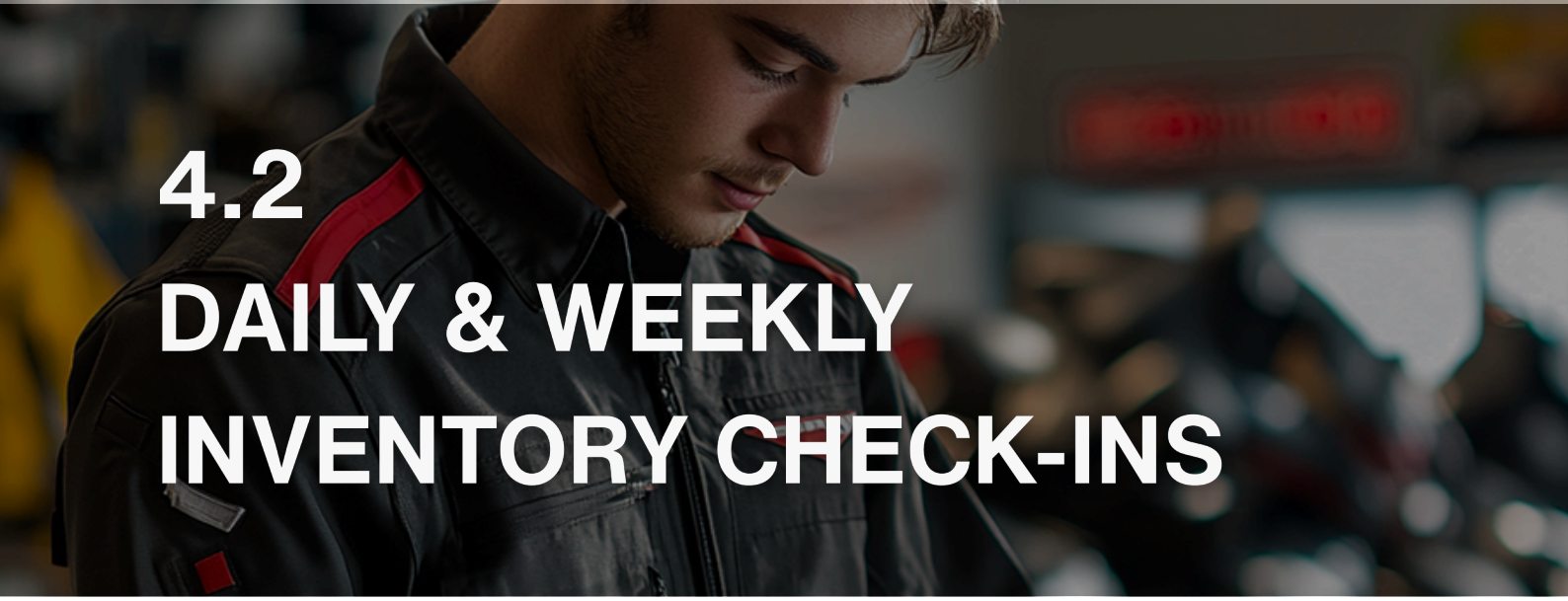
SET CLEAR PRIORITIES
Define used inventory goals as part of your store's weekly and monthly rhythm. Make it known: "This is a focus."

TRACK IT LIKE A SALES TARGET
Set used unit acquisition and retail goals. Celebrate wins. Ask tough questions about what's not moving.

TIE SPIFFS TO USED RETAIL PERFORMANCE
Consider performance-based incentives for turning aged units, hitting profit margins, or sourcing trades.

LEAD BY EXAMPLE
When the GM or sales manager shows interest in the used department, the rest of the team follows. Show up to recon reviews. Check lead follow-ups. Ask, "What's the play on this one?"

Expert Tip:
For multi-location dealers: Explore our group views for store-by store reports & exports. Scan the QR code to learn more.



4.2 DAILY & WEEKLY INVENTORY CHECK-INS

A great used inventory process doesn't just come from strategy, it comes from consistent execution.

When managers and staff are regularly reviewing what's in stock, what's aged, and what's moving (or not), everything starts working smoother.

These quick, **repeatable** check-ins build a culture of accountability and keep aged units from becoming invisible.

DAILY MUST-DO'S

- Assign someone to scan listings for price accuracy and market competitiveness.
- ***What "new trade's" came in yesterday?*** What's still waiting for service, detail or photography?
- Trade Lead's Follow-Up: These your hottest opportunities but might take more than a couple attempts to reach.
- Review past appraisals & buy offers that didn't close initially. Take another swing after a few days or weeks.

📊 Daily/Weekly Inventory Review Checklist (with MotoHunt Premium & Buy Center)

Keep your team aligned with fast-moving inventory decisions and acquisition opportunities.

🔁 Daily Tasks:

□ Review all new private party offers in the Buy Center
□ Check new service repair orders for potential trade or buys
□ Respond personally to all trade-in leads within 1 hour
□ Identify units waiting on recon and prioritize based on speed to front-line-ready & seasonal market demand

🗓️ Weekly Tasks:

□ Use MotoHunt to run pricing checks on all aged units
□ Refresh photos or listing descriptions that are underperforming
□ Audit showroom placement and rotate 3–5 used bikes to new locations
□ Review 30-60-90 day unit list and adjust pricing where necessary
□ Flag units nearing 180+ days for wholesale or write down discussion

🎯 Strategy Notes:

What models are currently trending in the MotoHunt comps?

_____

What's moving faster than average at our store?

_____

What sourcing channels delivered the most ROI this week?

_____

WHAT YOU JUST READ SOLVES THE WHAT

LET US SHOW YOU THE HOW

You've Got the Playbook. Now Let's Put It to Work.

You now have the strategies that top-performing dealers use every day to win in the used bike game.

You've seen what works; acquisitions, appraisals, pricing, recon, merchandising, aging strategies, it's all here.

But reading about it and doing it are two different things.

That's where we come in.

MotoHunt Premium is built to execute this playbook, on your terms, in your store, every day.

- Stop overpaying for units, get instant average comps and trade-in tools
- Track every lead and source in one place with the MotoHunt Buy Center
- Recondition and retail faster using real-time data and issues reports
- Market your used inventory automatically across search, social, and website

WE'LL SHOW YOU WHAT THIS LOOKS LIKE INSIDE YOUR DEALERSHIP

Let's Walk Through the Process Together, No Guesswork Required

Schedule a quick demo with one of our dealer specialists and we'll walk you through:

- How to find and acquire more used units using our **Buy Center** sourcing and private sales & trades.
- How to instantly appraise and price based on your market, in real-time.
- How to spot slow movers and increase speed-to-sale before profit disappears
- How to plug this process into your existing team workflow

This isn't a sales pitch. It's a dealership audit + action plan.

✅ Takes 20-30 minutes
✅ Completely free
✅ We tailor the demo to your dealership's needs

📱 Scan QR Code



👉 Click for Demo

Used Bikes Will Be Your Biggest Profit Center This Year, If You Have a System.

"Dealers who treat used inventory as part of their portfolio are winning right now. MotoHunt makes that strategy possible."

- Jacob Berry -

- Used inventory isn't optional, it's your margin engine.
- The average dealer is overpaying on trades and losing money in recon.
- The ones who win are using data, systems, and tools, not guesswork.
- MotoHunt is the execution engine behind the Profit Accelerator.

You've got the playbook. Now let's build your process.

👉 **Scan QR OR Click Here To Learn More Now**


MotoHunt