AutoTrader.com Launches New Page to Help Car Sellers With Information, Tips to Sell Cars

ATLANTA, Sept. 24 /PRNewswire/ -- AutoTrader.com research shows that people who sell a car themselves get between $1,000 and $2,000 more compared to trading it in. But for many sellers, the convenience of trading in trumps the extra cash they might get because they don't know the tips and steps to successfully selling a car themselves.

The new AutoTrader.com Advisor aims to change that by putting everything car sellers need to know about pricing, merchandising and maximizing the value of their car all in once place.

In a user-friendly, step-by-step format, the AutoTrader.com Advisor section walks car sellers through the whole process, from preparing the car for sale, to advertising it effectively, to identifying and working with potential buyers, to closing the deal. The easy-to-navigate area walks car sellers through the entire process and offers tips, articles and insights to help at every step of the way.

The page can be accessed by clicking on the "Get expert selling advice" link inside the "Sell Your Car" box on the upper right corner of the AutoTrader.com home page.

Tips include:

- When pricing a car for sale, research prices for similar cars in your area and price in that range. Price too high or too low and many people may miss your ad or actively avoid it because the price doesn't conform to the normal range for vehicles like yours.
- Provide as much information about your car as you can in your on-line ad. Highlight special features, upgraded systems or new items that may attract potential buyers and enhance the value of your car. But always be honest. Don't try to oversell your car because if it doesn't live up to the hype, you'll be wasting yours and potential buyers' time.
- Take and post photos of both the interior and exterior. Potential buyers want to see as much of the car as they can before considering an in-person look. Take and post as many photos as your advertising service allows and if there is an upgrade package that provides more pictures, consider that. Additional pictures will help your ad stand out from others.

"Our goal was to build a resource for all individual used car sellers," said Joe George, AutoTrader.com Vice President of Private Seller Services. "This page provides valuable information for getting your car ready for sale, creating an ad that attracts buyers and closing the sale quickly and efficiently."

AutoTrader.com is among the top sites for individuals listing vehicles for sale.

"For some people, there's no beating the convenience of trading in a car and having the dealer handle all the paperwork and transaction issues," said George. "But for the car seller really looking to maximize the value of a vehicle, selling it yourself is an avenue to consider, and the AutoTrader.com Advisor page is here to help."

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location about 3 million new cars, used cars and certified pre-owned cars from thousands of auto dealers and private owners. The site attracts about 15 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and

sellers online to improving the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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