

The Challenges:

- Idle inventory sits on shelf and is never sold
- Selling large amounts of idle inventory takes a great deal of time and effort

The Solution:

PartsBrokerDirect – an easy way for dealers to sell large amounts of idle inventory with little effort on their part – the OEConnection broker team finds the buyers!

The Results:

- Dealerships utilizing PartsBrokerDirect have sold tens of thousands of dollars worth of idle parts
- In 2011, PartsBrokerDirect helped dealers sell nearly \$2 million in idle inventory
- PartsBrokerDirect saves time for dealers

“In just a few transactions, we’ve sold \$10,000 in old parts — parts that were sitting on our shelves for over two years!”
-Eric Gorman, Parts Manager
Cardinale GMC

PartsBrokerDirectSM Reduces Idle Inventory and Saves Time

Idle inventory: the dark side of every Parts Department. Rare parts get ordered but never used. They sit on the shelf for months – even years – a constant reminder of money and inventory not being used effectively. What’s a Parts Manager to do?

Increasingly, Parts Managers across the country are turning to PartsBrokerDirect, an OEConnection solution, to help. PartsBrokerDirect helped Parts Managers sell nearly \$2 million in idle inventory in 2011, with a growing number of dealerships using the service each month. Because OEConnection already has the dealership’s parts inventory and sales history (through D2DLink[®]), the Parts Manager just needs to identify which parts he wants to sell, and the PartsBrokerDirect broker consultant does the rest by finding buyers for the parts.

PartsBrokerDirect also helps buyers, by matching their fast moving parts (again, based on their sales history and other inventory data in the OEConnection system), with dealers looking to sell those parts.

Eric Gorman, Parts Manager at Cardinale GMC Truck in Seaside, CA, has used PartsBrokerDirect to buy and sell parts, as they had a large percentage of obsolete inventory when he came to the dealership. “In just a few

transactions, we’ve sold \$10,000 in old parts – parts that were sitting on our shelves for over two years!” According to Gorman, PartsBrokerDirect is living up to the hype, and he’s going to continue to use the service to further reduce Cardinale’s obsolete inventory.

The PartsBrokerDirect brokers are able to adapt the process to fit into Gorman’s way of doing business at the dealership. “I hardly have to spend any time on the phone to complete a transaction – which accommodates my busy schedule,” said Gorman. Once they have the shelf space available for more parts, he plans to use PartsBrokerDirect to purchase parts as well. He explained, “There’s no reason not to buy parts at 50 cents on the dollar!”

PartsBrokerDirect is easy to use and it saves time. Your broker



consultant does the heavy lifting. **Shane Hamon, Parts Manager at Fred Harlan Motor Company in Okmulgee, OK,** has saved time

and reduced his idle through PartsBrokerDirect. “It’s very straightforward. My PartsBrokerDirect broker sends me a list of parts and I select which ones I want to sell,” said Hamon. In the first transaction with PartsBrokerDirect, the dealership sold 270 parts valued at \$6,000 that had been on their shelves for over 12 months. “My second order helped me to sell another \$2,000 of my aged inventory so this service has been very helpful,” he added. “I’m a one-man show so using PartsBrokerDirect is definitely saving me time and helping me make money on the parts that I wouldn’t have been able to sell otherwise.”

Overall, PartsBrokerDirect has helped Parts Managers complete thousands of transactions that have reduced sellers’ idle inventory and provided buyers with access to needed parts at reduced prices. Getting started on PartsBrokerDirect takes less than five minutes. Call us today!

