

Dealer Success Stories

Stop 23 Auto Sales

Location: Listowel, Ontario, Canada
Dealer Type: Large Independent
Customer Since: May 2016

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CarGurus is affordable and the leads are high-quality. There's no reason why a dealer shouldn't sign up—CarGurus provides tremendous value.

Scott Davidson, Founder & CEO
Stop 23 Auto Sales



The CarGurus difference

A family owned and operated dealership servicing rural Ontario, Stop 23 understands the importance of having a strong digital presence in today's changing market. They use multiple third-party lead providers to reach shoppers across all demographics, but their Founder and CEO Scott Davidson says **CarGurus is the first to get it right.**

“CarGurus has found the magic sauce! They're the first [third-party lead provider] to truly understand the balancing act between customer engagement and dealer satisfaction.”

CarGurus delivers high-quality connections that convert to sales

For Stop 23, calculating return on investment boils down to the quality, volume, and cost of their connections—and **CarGurus ranks at the top of their list of third-party lead providers.**



Nearly 2x
higher close rate

than other lead providers



23%
of total leads

come from CarGurus



10x Return
on investment

with CarGurus

Embracing transparency to reach more shoppers

Stop 23 recognizes **the value of transparency** for both consumers *and* dealers. They strive to price their vehicles fairly and maintain a good dealer rating, building trust with shoppers while boosting their listings in CarGurus search results.

“Transparency is the only way to roll on the internet—the only way.”