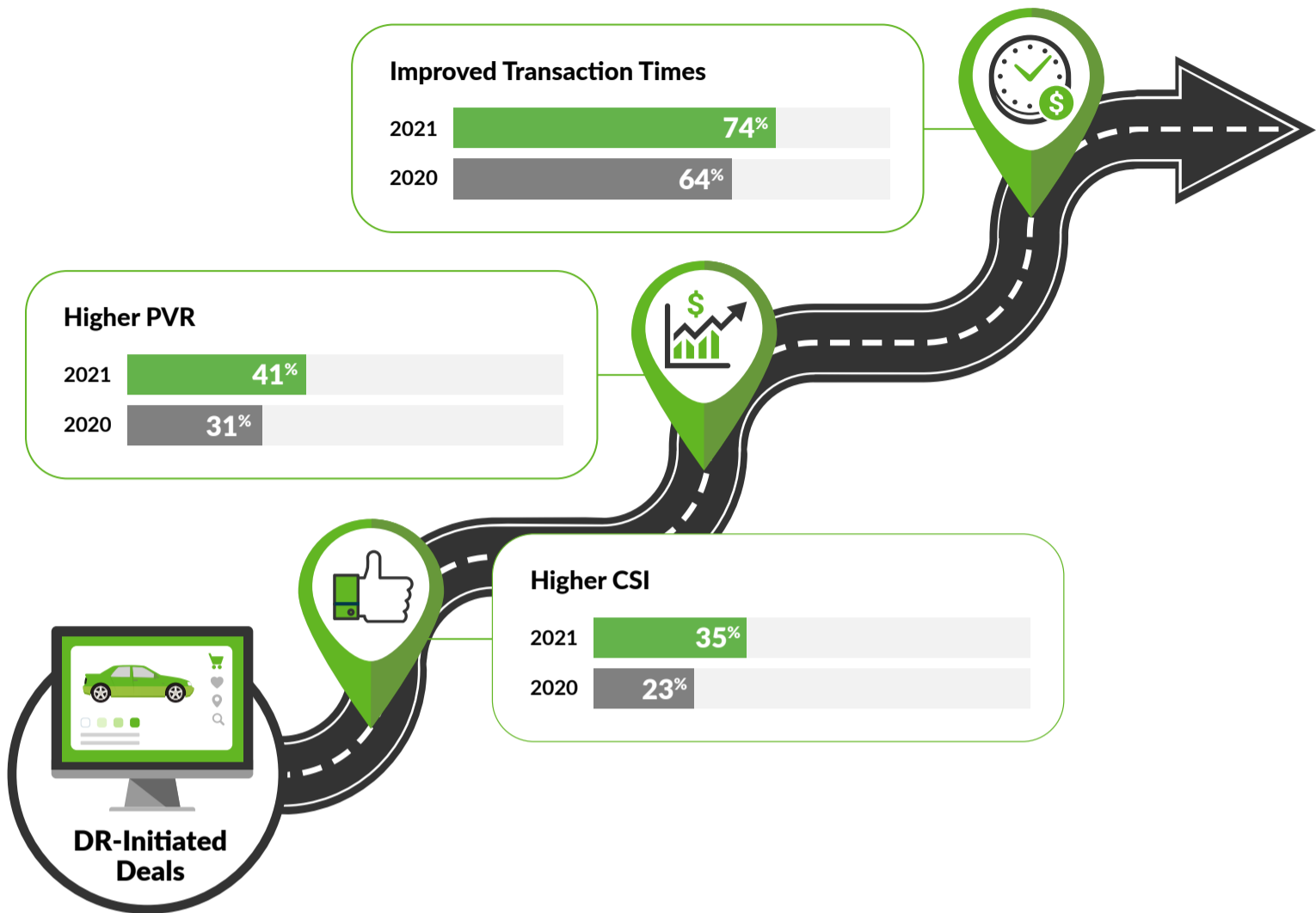


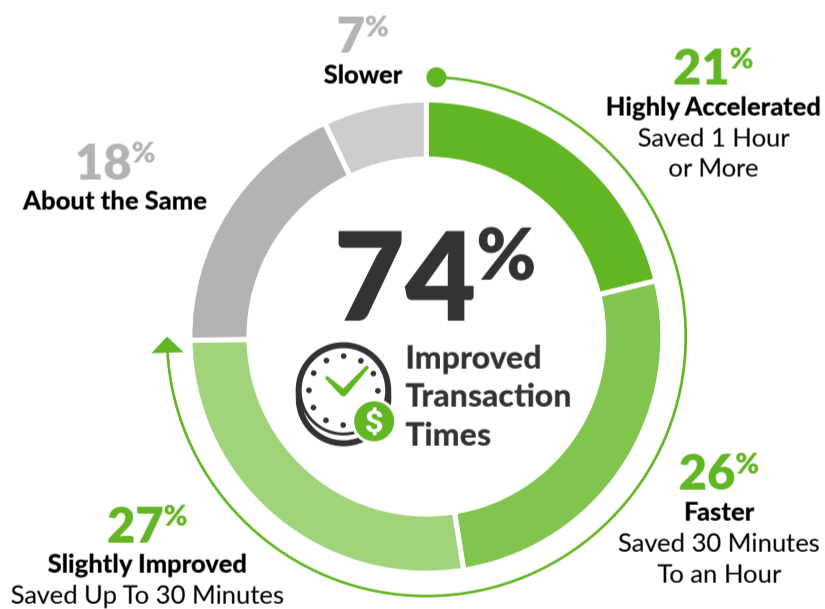
# In the (sort of) Post-Pandemic New Normal, How Does Digital Retailing Pay Off?

Compared to 2020, more dealer respondents are reporting significant improvements in Transaction Times, as well as PVR and CSI increases for their DR-initiated deals.



## Post-COVID Transaction Time Improvements

Post-COVID Transaction Times Compared to Pre-COVID Times for DR-Initiated Deals (Meet & Greet thru Delivery)



## Conclusion

Because DR makes the process easier and more efficient for both buyers and sellers, it is no surprise that transaction times are improved. The convenience of more buying steps happening away from the dealership, combined with the information transparency inherent in DR, is driving higher CSIs, and, for the dealers, DR means increased sales throughput, reduced costs and increased closing ratios – possibly contributing to this year’s record dealership profits.