

Car Buyers Expect COVID-19 Safe Protocols

As COVID-19 restrictions begin to ease and consumers resume their car buying behaviour, dealers must focus on the successful communication of safe trading practices.

According to the **Gumtree Cars** COVID-19 Consumer Sentiment Report, the following six actions are key in fuelling buyer confidence and facilitating transactions in our new way of trading.



Add your Gumtree 'Contactless Trade' Badge for free!

Let car buyers know that you're open for business and following current COVID-19 safety regulations with the Gumtree '**Contactless Trade**' badge.

To overcome uncertainty and reaffirm the option for safe trading with minimal physical contact, activate the badge now to help your listings stand out in search results and deliver on new buyer expectations.

Importantly for Dealers, Gumtree Cars intenders confirmed that the provision of 'safe test drive options' are the most critical of all contactless trade capabilities.

Contactless trading means you are willing to:

- Provide more photos or a video inspection to car buyers;
- Deliver the vehicle or allow it to be picked-up without close personal contact;
- Receive transferred funds electronically for payment;
- or; to delay trade if recommended by the latest Government guidelines.

Activate now!

For dealers using stock feeds, please email your consent to business-support@gumtree.com.au to activate this badge on all of your listings, at all locations free of charge.

For dealers that manually upload, please select the '**Contactless Trade**' toggle option while editing your inventory.

