

CURRY ACURA

Noel Priore, Parts Manager at Curry Acura adds \$15K a month in gross profit by selling online

Having inherited a successful eBay parts store at Curry Acura in Scarsdale, New York a decade ago, Noel Priore has become quite savvy in the ways of selling parts online. Even back then, Noel knew online selling would be the future and he embraced the opportunity full-throttle.

A relentless determination to provide excellent customer service has made Curry the number one Acura parts and accessories seller on eBay for years. "We don't just sit back and wait for the sale," says Noel about his department's strategy. "We try to grab it. We really put in the time and effort to make the machine run by seeing what's trending, what's selling, and how we can match a competitor's price or beat it."

Noel partnered with RevolutionParts in 2015 to help expand his eight-man department's internet presence and increase revenue. With the eBay store already earning customer loyalty and repeat business, RevolutionParts was added to the mix to drive even more exposure and word-of-mouth business for Curry Acura.

As one of the few parts managers who has been ahead of the technology curve, Noel has seen first-hand the challenges dealers face and the solutions offered by selling online.



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Challenge:

Meeting customer expectations

Noel's Solution:

Everyone is looking for parts on their devices.

"Convenience is everything," says Noel.

"Customers want to buy online and expect that you'll be there when they search for parts."

Curry Acura stocks almost every part they list on their online store, which is why they're so quick with shipping parts the same day they're ordered.

The RevolutionParts dashboard feature makes it easy to keep track of reports and make changes instantly, helping Noel provide a better customer experience every time.

Challenge:
Overcoming pricing stigmas

Noel's Solution:

Parts sold online are more often than not sold at a markdown. That's not a problem for Noel, who understands that the volume of parts sold will easily offset the lower price points. "If you don't sell online you're going to get left behind. It's 2020...who's not shopping on the internet these days?"

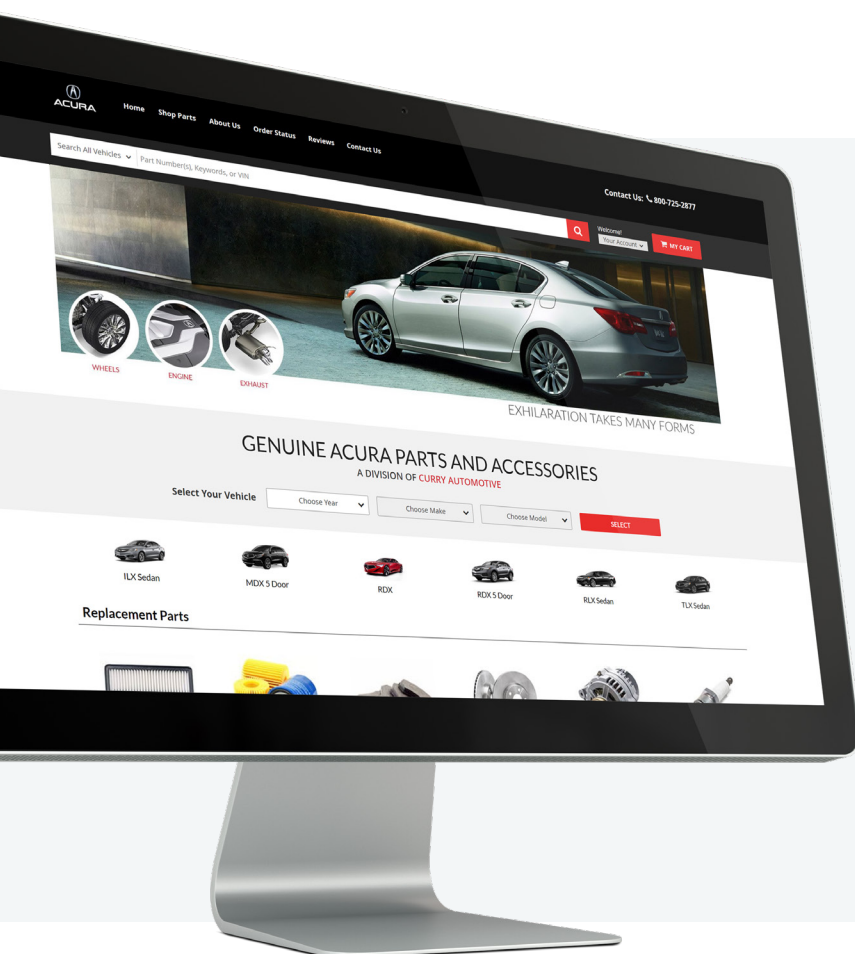
Noel estimates that selling online through eBay and the RevolutionParts storefront adds \$12-15k per month in parts overall gross profit. That's over six figures each year that wouldn't be in pocket without an online presence.

Challenge:
Building a reputation

Noel's Solution:

Many dealerships and parts departments struggle with customer perception. Selling online has actually helped Curry Acura's wholesale business, since the outstanding service they provide online has given the department a great local reputation. "We have a lot of customers who will buy from us online and come into the store to pick up," Noel says. "A sale is a sale, after all."

The same customer service Noel provides is what he loves about RevolutionParts. "Not only is the platform super easy to use, but everyone at Revolution is so friendly and willing to help. I'm never on hold and they always know my name



Parts pros like Noel Priore and the management at Curry Acura understand the power of selling parts online. If you'd like to experience the same results at your parts department, give the experts at RevolutionParts a call today.

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