

Creating the perfect vehicle description:

Paragraph 1: Condition of the vehicle

- Have an accurate and honest description on the condition of the vehicle, inside and out.

Paragraph 2: Special features

- Discuss any special features the vehicle may have. E.g. does it have heated seats, tow bar, reversing camera, a GPS? Be sure to mention anything that is above average or is technologically advanced.

Paragraph 3: Benefits

- Highlight the benefits of the vehicle. Be sure to insert emotion here, for example – This vehicle has leather seats that are easy to clean, this is a great feature for those with children or fur babies.

Paragraph 4: Safety

- If the vehicle has a good ANCAP safety rating, or if it has a large number of airbags, be sure to mention this.

Paragraph 5: Your point of difference + add-ons

- Once you have covered all of the above, it's time to write a spiel on your dealership, including any add-ons you have to offer. You can setup export text inside Motorcentral to do include this at the bottom of each vehicle description.
 - What differentiates you from other dealerships? For example, does your dealership have a weatherproof showroom?
 - Does your dealership offer finance, insurance, or warranties? If it does, be sure to mention this.

***Tip:** You can create [export text](#) about your dealership inside the Motorcentral DMS. You can automatically add this to your vehicle listings, meaning you don't have to type it out each and every time you list a vehicle. [Find out more about setting up and using export text here.](#)