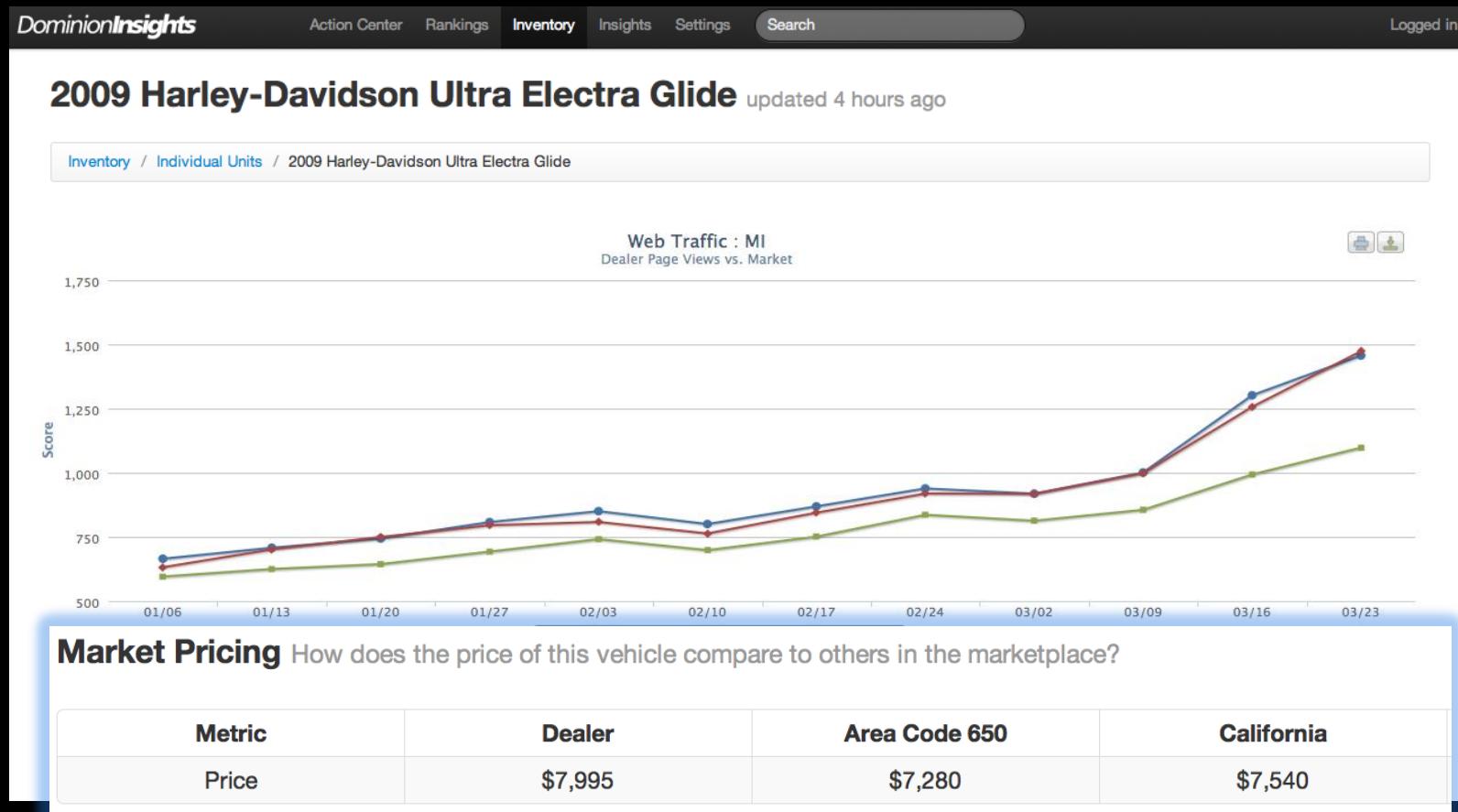


Data-driven marketing science
for classifieds advertisers.

DominionInsights
<http://dominioninsights.com>

Classifieds and... Data?



Data-Driven
Competitive Benchmarks

Now What?

DominionInsights Action Center Rankings Inventory Insights Settings Search Logged in as username

SHOW ACTIONS

All

Rankings

Inventory

Market Pricing

Inventory Age

Presentation

Inventory Competition

Consumer Interest

Consumer Actions

Dealership

Performance Powersports updated 4 hours ago

Category **Action**

	2006 Harley-Davidson Road King Classic Market Price Warning The price of this vehicle (\$13,950) exceeds the market average by 7.3%. ACTION NEEDED Reduce the price to \$13,625 to meet your stated pricing goal. <small>DISMISS</small>
	Performance Powersports Ranking Improvement Your ranking in South Carolina has risen by 2 to #3 overall. IMPROVEMENT Nice job!

2006 Harley-Davidson Road King Classic

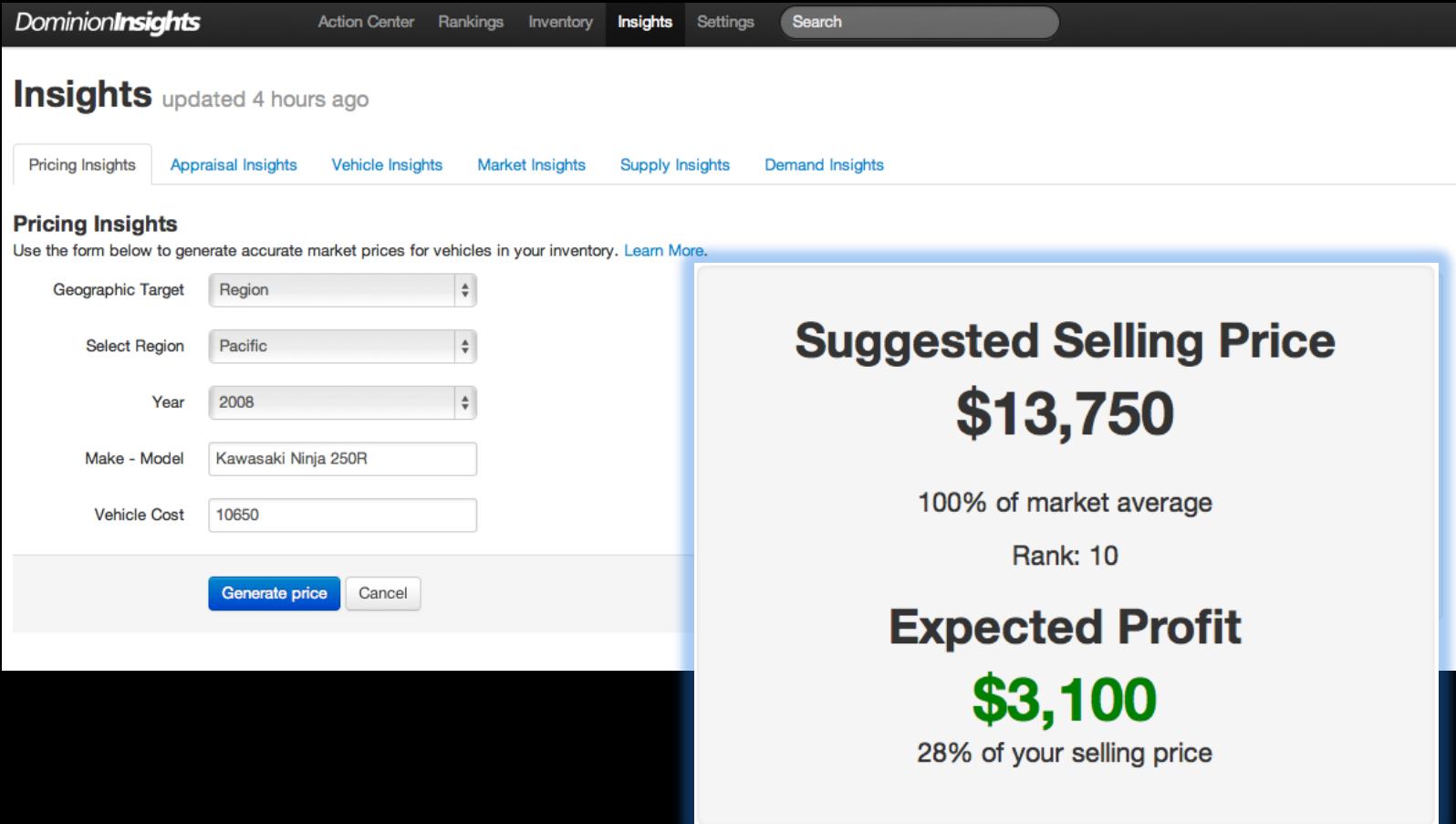
Market Price Warning

The price of this vehicle (\$13,950) exceeds the market average by 7.3%.

ACTION NEEDED Reduce the price to \$13,625 to meet your stated pricing goal.

Specific, Market-Derived Action Items

New Insights



The screenshot shows the 'Pricing Insights' section of the Dominion Insights software. At the top, there is a navigation bar with tabs: 'Dominion Insights', 'Action Center', 'Rankings', 'Inventory', 'Insights' (which is the active tab), 'Settings', and 'Search'. Below the navigation bar, the page title is 'Insights' with a subtitle 'updated 4 hours ago'. A horizontal menu bar contains links: 'Pricing Insights' (selected), 'Appraisal Insights', 'Vehicle Insights', 'Market Insights', 'Supply Insights', and 'Demand Insights'. The main content area is titled 'Pricing Insights' and includes a sub-instruction: 'Use the form below to generate accurate market prices for vehicles in your inventory. [Learn More.](#)' Below this, there is a form with the following fields: 'Geographic Target' (dropdown menu showing 'Region'), 'Select Region' (dropdown menu showing 'Pacific'), 'Year' (dropdown menu showing '2008'), 'Make - Model' (input field showing 'Kawasaki Ninja 250R'), and 'Vehicle Cost' (input field showing '10650'). At the bottom of the form are two buttons: 'Generate price' (blue) and 'Cancel' (grey). To the right of the form, a large callout box displays the results: **Suggested Selling Price** (\$13,750, 100% of market average, Rank: 10) and **Expected Profit** (\$3,100, 28% of your selling price).

Suggested Selling Price
\$13,750
100% of market average
Rank: 10

Expected Profit
\$3,100
28% of your selling price

Real-Time Market Intelligence
Pricing - Supply - Demand

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