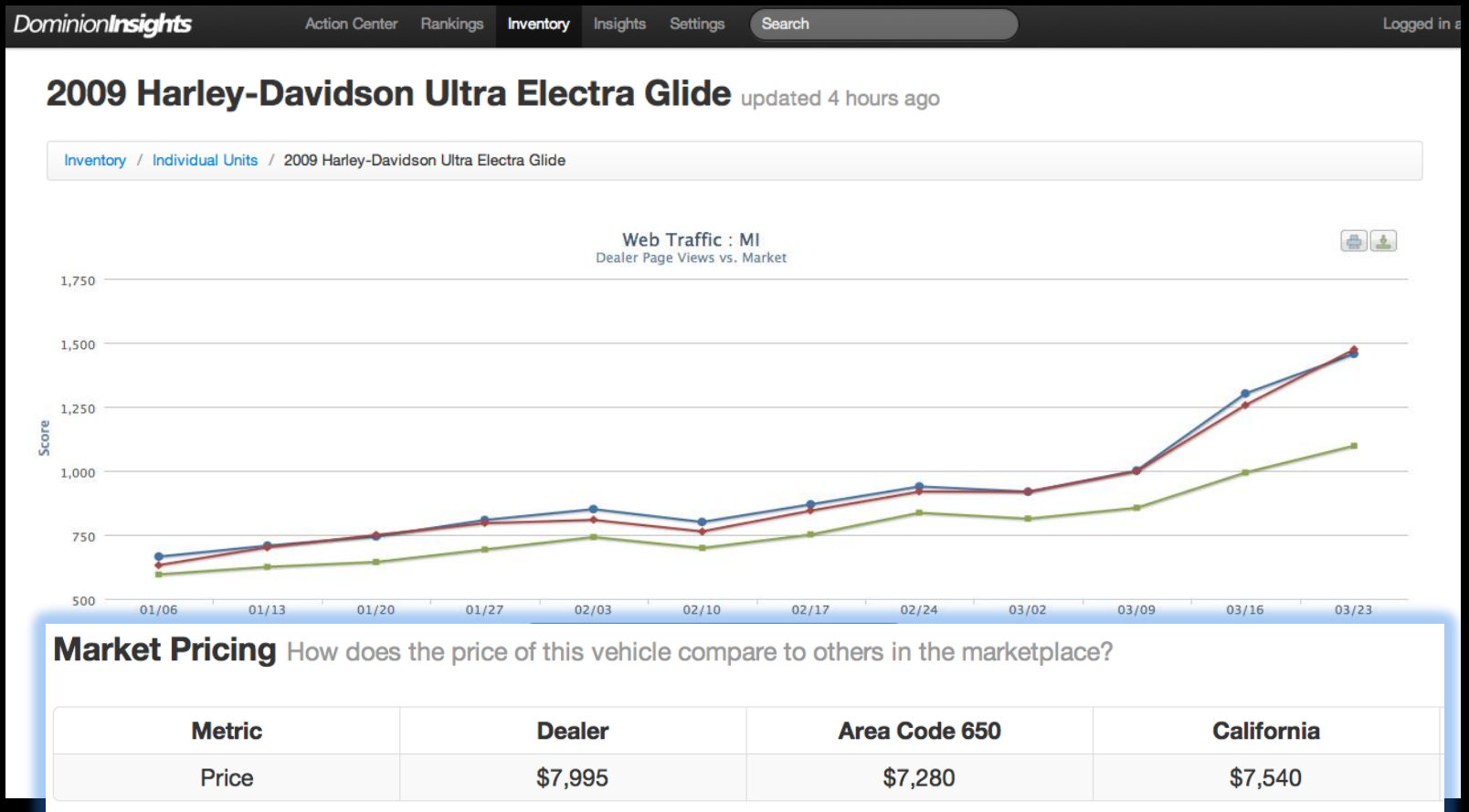


Data-driven marketing science  
for classifieds advertisers.

***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 [Settings](#)

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

### 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

Dominion Insights
Action Center
Rankings
Inventory
Insights
Settings
Search

## Insights

updated 4 hours ago

Pricing Insights
Appraisal Insights
Vehicle Insights
Market Insights
Supply Insights
Demand Insights

### Pricing Insights

Use the form below to generate accurate market prices for vehicles in your inventory. [Learn More.](#)

Geographic Target

Region

Select Region

Pacific

Year

2008

Make - Model

Kawasaki Ninja 250R

Vehicle Cost

10650

Generate price

Cancel

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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