

# Customer Success Story

## Paw Paws Used Cars Center

Location: Alexandria, LA  
Dealer Type: Small Independent  
Customer Since: July 2016

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*I always know when customers come from an hour away, that they must have found me through CarGurus. It's really opened up my retail options.*

Joe Rodriguez  
Paw Paws Used  
Cars Center



## The CarGurus difference

It's well known that the way buyers are shopping for cars has changed considerably in recent years. This has created new challenges for small used car lots that are looking to reach the right kind of shopper. "When they're looking for a specific car, there's no way they're going to drive to every lot. They get on their phone or laptop, and boom, there it is."

That change led Joe Rodriguez at Paw Paws Used Cars to drop his newspaper and radio advertising and switch to CarGurus. **"You do a great a job of matching the car to the buyer,"** he says, **"and that lets me connect with people who are ready to buy."**

## The quality customer makes a bottom-line impact

Rodriguez also knows the quality of CarGurus customers. "What I see from CarGurus is a little more educated customer. They know what they want, and they've got all the details. They're not surprised when they get here."

At Paw Paws, those educated customers are real buyers. Rodriguez estimates that **about a quarter of his yearly sales come from CarGurus.**

## Expanding the inventory

Working with CarGurus has also let him sell a wider variety of cars. "I'm in an older part of town, looking for drive-by traffic with inexpensive cars," says Rodriguez. "What CarGurus has done for me is that now I can put a \$15K car on my lot and have a way to market it."

This means Paw Paws can stock the inventory to reach a wider variety of buyers: those looking for a car for the kids or a daily driver for a long commute, as well as some buyers with larger budgets.