

# 2025 Automotive Dealer Benchmarks Report

For the seventh year, Foureyes analyzed dealer website data to identify industry benchmarks, so you can compare your dealership's performance and see what it takes to stay competitive.

Here's what we analyzed:



**1.1 billion** dealer website visits



**~30 million** unique pieces of inventory



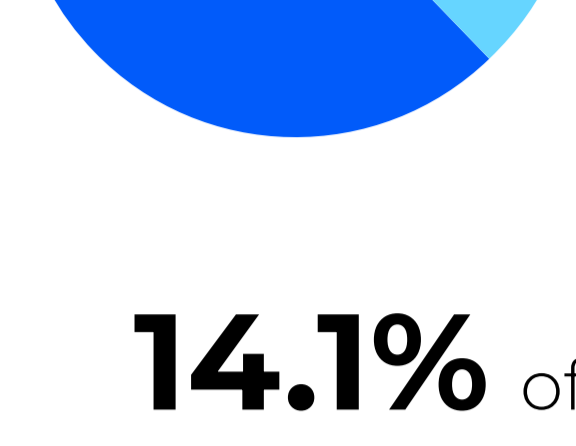
**22,500+** automotive dealership websites (including group sites)

\* Foureyes tracks lead activity occurring on dealership websites  
 \*\* This report filters out website activity from bots, solicitors, job seekers, service customers, and other non-sales leads  
 \*\*\*Data Timeframe: January 2024 - December 2024

## Mishandled Leads

Sales opportunities get lost – missed calls, leads that didn't get logged, lapsed follow-up – that could mean **lost sales revenue**.

**43.2%** of sales leads were mishandled



**47.7%** of website calls

**42.2%** of forms

**35.5%** of chats

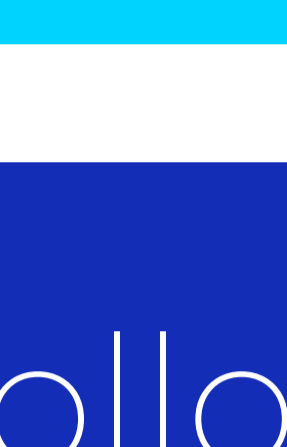
**14.1%** of sales leads were never logged to the CRM



**26.3%** of website calls

**11.2%** of forms

**6.6%** of chats



The waiting is the hardest part. Median hold time for calls that were answered

**74 seconds**

## Follow-Up

**65% of sales leads** didn't hear back from dealers within 24 hours of their **return visit to a site**.

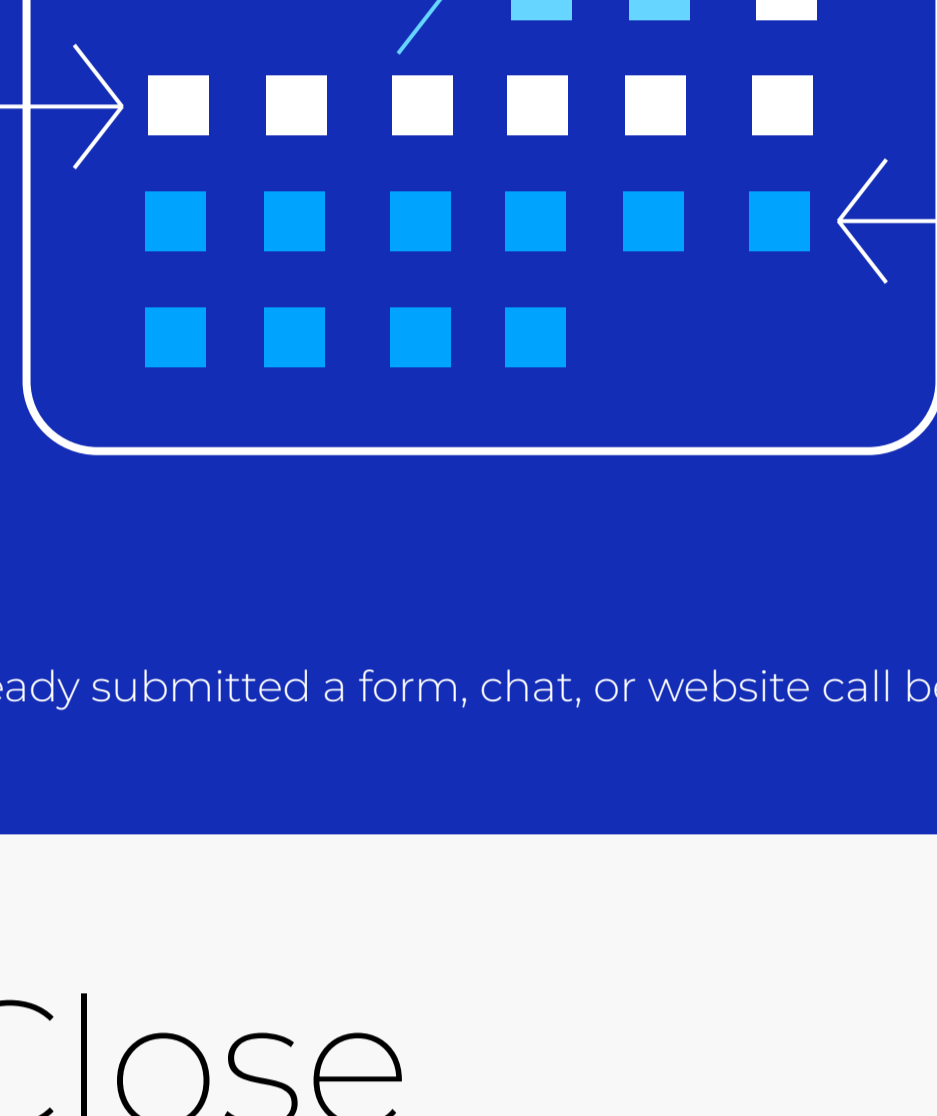
These prospects finally heard back from dealers within:

**1-2 days**

15.3%

**3-7 days**

22.9%



**8+ days**

61.8%

## Days to Close

Among sales leads that buy, 60% do so within three days of filling out a form, submitting a chat, or making a website call.

**40%** of sales leads remain after **3 days**

**< 3 Days: 60%**

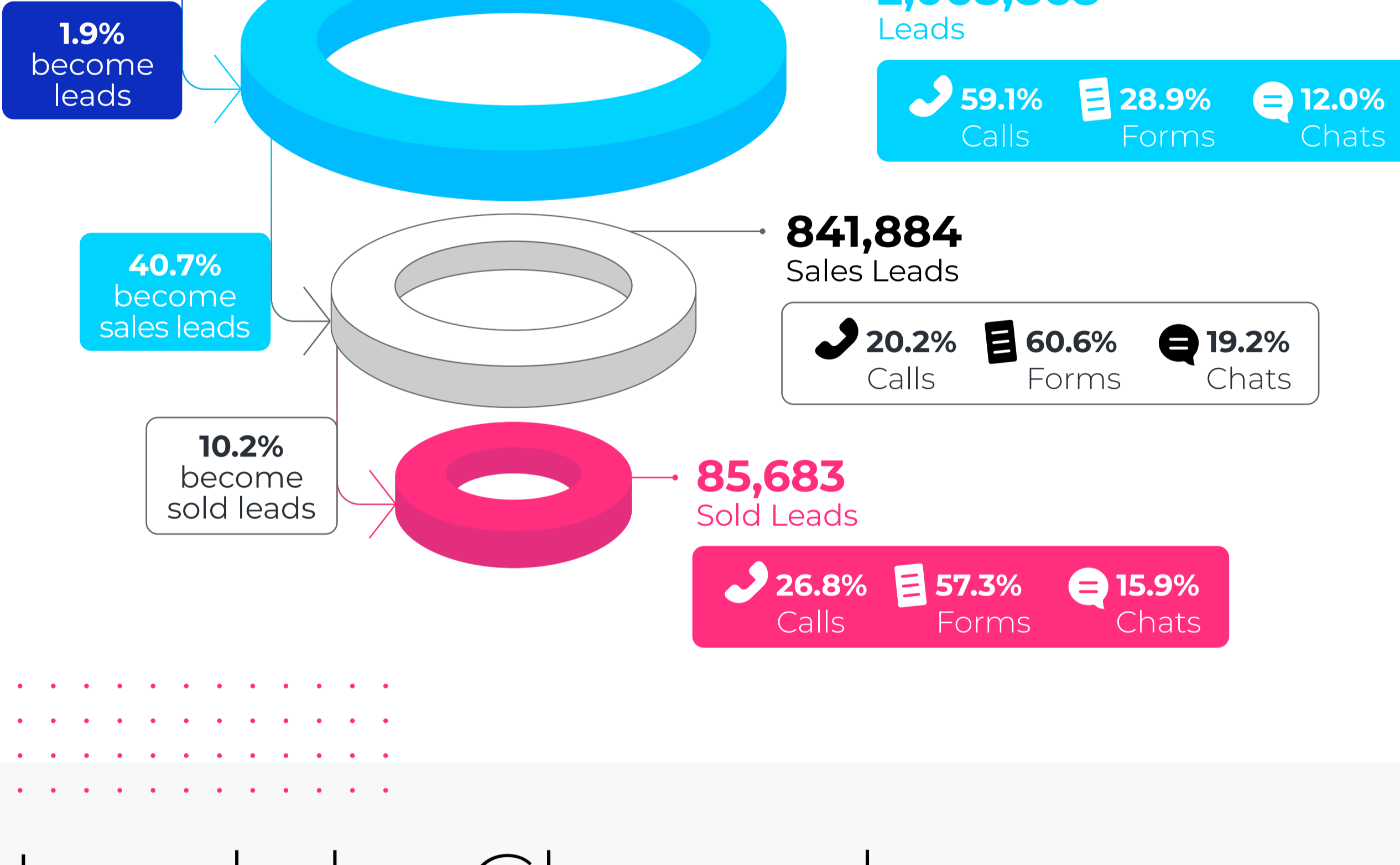
**< 7 Days: 77%**

**< 14 Days: 86%**

**< 30 Days: 92%**

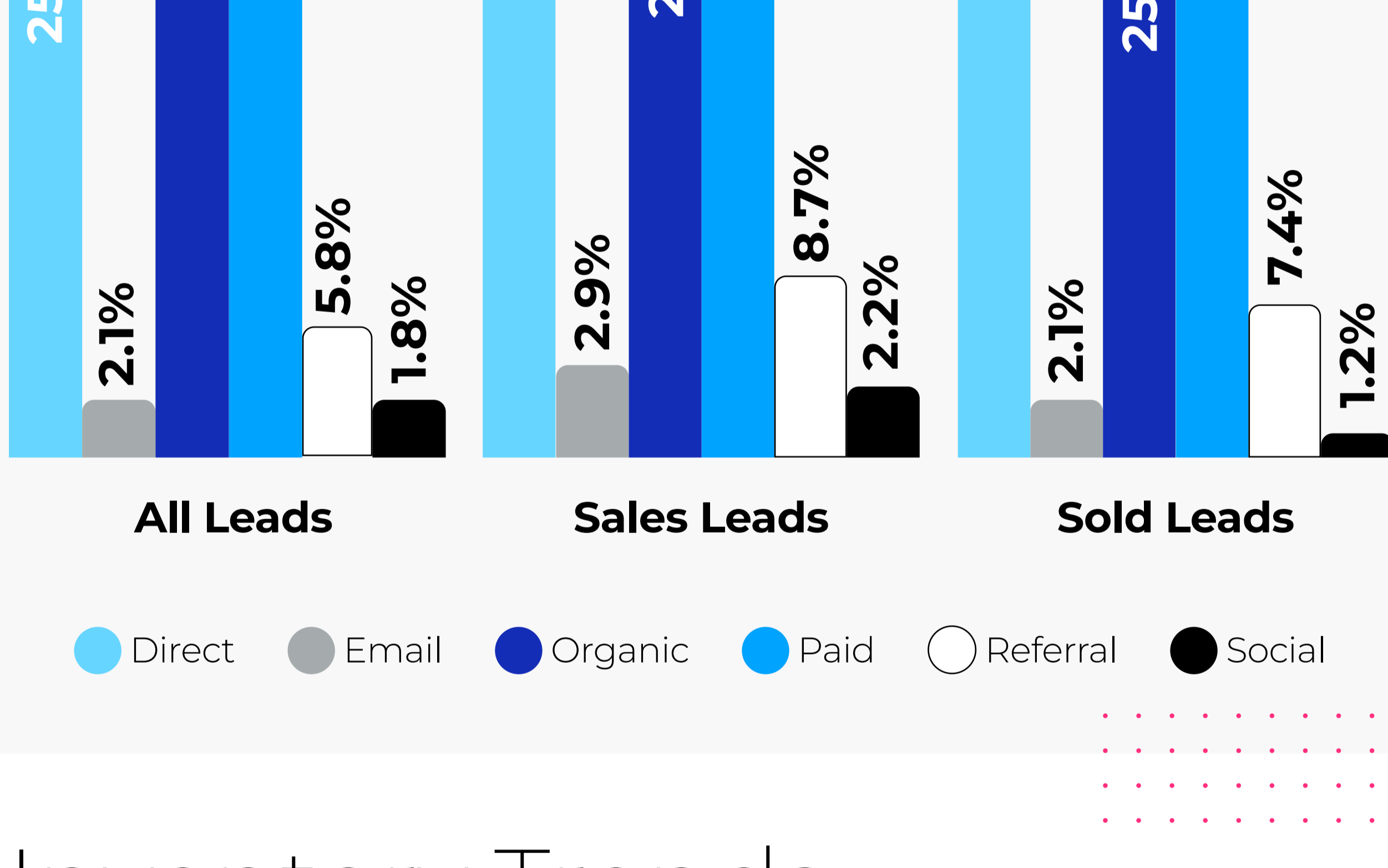
## Lead Attribution

Calls generated the most "Leads", but Forms accounted for the most "Sales Leads" (i.e. sales leads that intend to buy) and "Sold Leads."



## Leads by Channel

Paid channels generate more sales leads yet direct channels generate **more sold leads**



## Inventory Trends

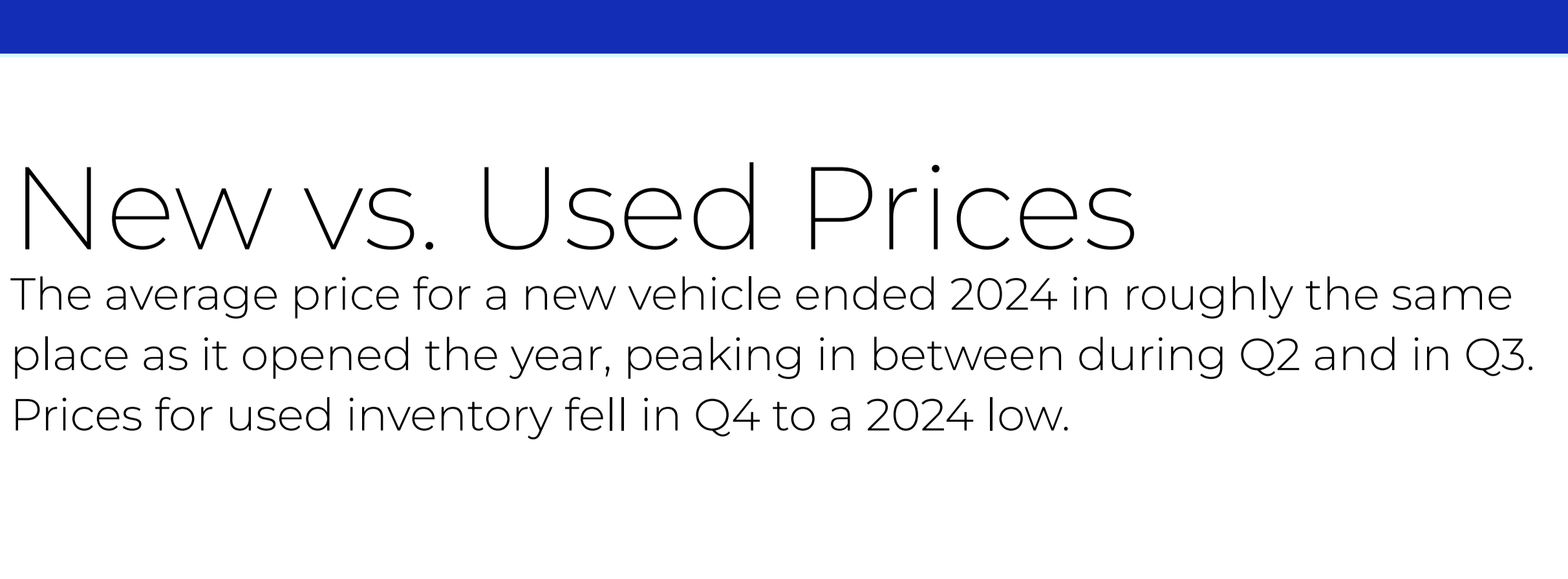
**New vehicle inventory** reaches multi-year high while used inventory is lowest since early 2020.

The separation between **new and used inventory** levels increased in 2024, reaching the largest difference since early 2021.



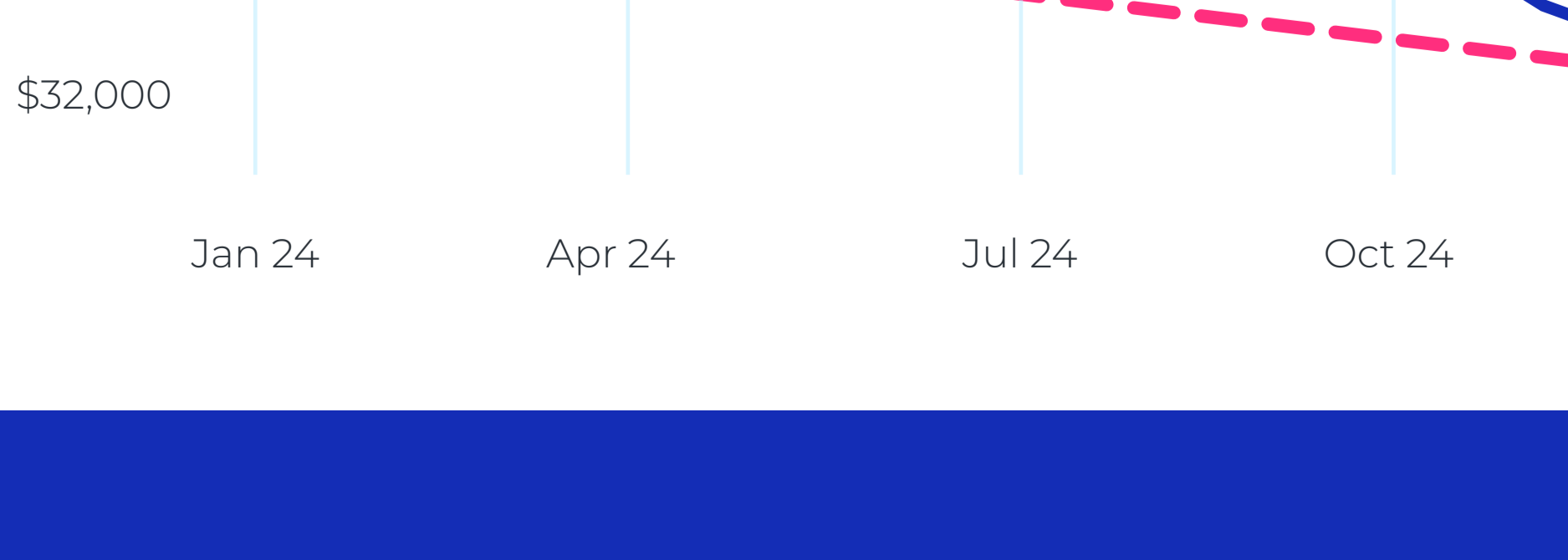
## New Vehicle Numbers Soar

New vehicle inventory reached a four-year high in 2024, exceeding March 2020's peak.



## New vs. Used Prices

The average price for a new vehicle ended 2024 in roughly the same place as it opened the year, peaking in between during Q2 and in Q3. Prices for used inventory fell in Q4 to a 2024 low.



There's **good news!**

These insights can help you determine how your store compares to the rest of the market. This data helps develop a strategy to better match your buyers to your inventory and address any sales process issues.

Foureyes is here to assist. Just let us know when you're ready.