**Selling Used Auto Parts in the Modern Age**

Did you know that four out of five consumers use a smartphone to shop? Or that over half of all web usage is done on a mobile device? *(*[*www.pewinternet.org)*](http://www.pewinternet.org)) There’s no denying that shopping using mobile devices is dramatically on the rise and that the used auto parts business is no exception to this trend.

Many recyclers are adapting their sites to be more mobile friendly and some even have their own mobile apps, and many choose to partner with **Get Used Parts** as one way to get their inventory in the hands of these mobile shoppers. As more customers use mobile devices for shopping, many businesses are implementing their own mobile applications that allow for targeted marketing and improved customer interaction. It’s a smart move and, when executed well, can have a positive impact on profits.1

**Get Used Parts** is an online parts locating service that operates easily on both desktop and mobile devices. The search solutions specialize in helping recyclers get their inventory in front of the mobile customer base, which is undoubtedly growing every day. Unless you have the luxury of a team of in-house designers and developers, it will be easier to outsource app development by using an existing app that meets your customer needs. An app requires extensive back-end design and development, as well as testing to ensure it is free of errors. Shared marketplaces benefit greatly from using one or more universal app for sales because these app have a wider net of exposure and are maintained by professionals.1

**Get Used Parts** has developed both iPhone and Android mobile apps that can be downloaded FOR FREE from the Apple, Google Play, Amazon, and Opera app stores. The app boasts inventory from over 1,100 nationwide recyclers on the Get Used Parts network with more joining the service every day, making it easier than ever to locate and purchase used parts.

Just go to an app store and type in ‘Get Used Parts’ to download the app. You can also visit [**www.getusedparts.com**](http://www.getusedparts.com) from a mobile device to experience the mobile site. The website offers many of the same features as the native app. From the app, your customers can access previous part searches, get in touch with recyclers with the click of a button, and in some cases purchase the parts directly. The app and mobile site make it easy to filter search results by distance, price, part mileage, recycler, and even color.

Check out some of the other features that make **GET USED PARTS** a unique service, such as the Facebook Search App function that allows your Facebook fans to easily search for parts right from within your company Facebook page. They also have social sharing features that help recyclers market their parts on their company Facebook and Twitter pages which experts claim is necessary to keep your content active and fresh.

A well-designed app definitely gives businesses an edge over competitors. Even small, local businesses can benefit from exposure using an app resource to sell parts because it can help customers easily interact with a brand or a genre in the case of used auto parts. As you look toward future marketing plans, think about how apps can complement other efforts and enhance selling used auto parts in the modern age.

References: 1 <https://www.delivra.com/how-to-use-mobile-apps-to-raise-customer-engagement/>

[*http://www.pewinternet.org/*](http://www.pewinternet.org/)

For more information contact:

**RueDee Caruso**
Director of Operations
(877) 857-8998 Ext 5
***GETUSEDPARTS*** **|** ruedee@getusedparts.com **|** [www.getusedparts.com](http://www.getusedparts.com/)



*About the author:* Sue Schauls is an independent environmental consultant with automotive expertise. She is the Iowa Automotive Recyclers Executive Director and the I-CARE Program Manager Contact Sue via [www.SueSchauls.com](http://www.SueSchauls.com)