

Winter Prep Checklist for Dealerships

Use this checklist to ensure every aspect of your dealership is prepared for the cold season, marrying physical safety with digital excellence.

Physical & Operational Readiness

- ☐ **Lot & Inventory Winterization:** Check antifreeze levels, tire pressure, and battery health on all lot vehicles.
- ☐ **Snow/Ice Removal Contracts:** Confirm vendor contracts and pre-order salt/de-icer supplies.
- ☐ **Lot Safety Inspection:** Inspect and repair all signs, awnings, and fences to withstand wind/snow load.
- ☐ **Walkway Safety:** Designate staff (or vendor) for continuous shoveling and salting of sidewalks, ramps, and entryways.
- ☐ **Building Check:** Insulate exposed water pipes and check the integrity of the roof and gutters.
- ☐ **Emergency Power:** Test generators and ensure fuel tanks are full for critical systems (heat, lights, server).
- ☐ **Review Insurance Coverage:** Confirm property, inventory, and business interruption coverage limits are adequate for winter storms.



Digital Merchandising Excellence

- ☐ **Photo Assistant™ Refresher:** Let our team train your new staff, or anyone who is currently struggling to capture quality photos, using the Photo Assistant™ wireframes for consistent image capture.
- ☐ **Video Merchandising:** Mandate video clips for 100% of new arrivals to build remote confidence.
- ☐ **360° Capture:** Ensure interior and exterior 360° spins are captured on every incoming vehicle and active on VDPs for immersive browsing.
- ☐ **Seasonal Promo Banners:** Set up seasonal Promo Banners within Autoport® to showcase features that are in high demand during Winter months.
- ☐ **Online Communication Plan:** Prepare pre-written messages for website/social media to announce weather-related delays or closures. Download photos from Autoport® to share on social media and attract more buyers to your website.
- ☐ **Digital Asset Audit:** Check inventory aged 60+ days to ensure all digital assets are refreshed or updated to maintain appeal.

For more information and tips, visit www.dealerimagepro.com.