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OPE Dealer Hub Announces Launch of Revolutionary Web Application Scheduled for July 13

Benton IL -July 10 2024- OPE Dealer Hub is thrilled to announce the launch of its innovative web application on July 13, set to transform the outdoor power equipment (OPE) dealership industry. This groundbreaking app uniquely connects dealers with each other and with inventory through its Dealer Forums, Used Wholesale Board, New Brand Rooms, and Direct Messaging Modules.

“Its the software I always wished existed,” says Larry Zimmerman, Principal at OPE Dealer Hub. “This app is built to solve 90% of the stresses I faced every day as the operator of a two-location OPE dealership in the rural Midwest over the past 10 years.”

Revolutionizing OPE Dealerships

The OPE Dealer Hub App addresses common dealership challenges and offers a comprehensive solution to improve cash flow, streamline operations, and enhance dealer collaboration. Key features of the app include:

1. Wholesale Marketplace:

- A closed-loop system exclusively for dealers to list, buy, and sell inventory at wholesale prices.
- Market trade-ins quickly to improve cash flow while still marketing inventory to customers at retail prices.

2. Brand Rooms:

- Exclusive sections for dealers of specific brands.
- Brand Marketplace for listing new equipment.
- Brand Forum for interacting with other dealers of the same brand.
- Locked access ensures only verified dealers of a specific brand can enter. Entries are checked against the brand's dealer locator for verification.

3. Dealer Forums:

- A space for salespeople, managers, marketers, and mechanics to share advice, ask questions, and discuss industry topics.
- Direct messaging for private conversations.

4. News Feed:

- Stay updated with industry news, market trends, product launches, and brand mergers through short, easy-to-read articles.

5. Training Module:

- Industry-related training for sales, service, and management from seasoned professionals.
- Continuous expansion of training content.

6. Cloud-Based Accessibility:

- Available on any PC, tablet, laptop, or mobile device through web browsers and in the future a mobile app.

A Game Changer for OPE Dealers

Larry Zimmerman developed the OPE Dealer Hub App to provide a platform that empowers dealers, enabling them to address inventory challenges and enhance operational efficiency. “Brands and distributors at the end of the day look out for themselves. And a-lot of times dealers get left behind,” Zimmerman adds.

Dealers are encouraged to sign up for the pre-launch at www.getdealerhub.com and enjoy two months of free access. For more information, please visit www.getdealerhub.com or contact Larry Zimmerman at larry@getdealerhub.com or 618-435-0114

Media Kit



-OPE Dealer Hub Dashboard



-OPE Dealer Hub LOGO