

Upillar.com Motors Set to Fuel Online Vehicle Sales

Upstart classified site's built-In NADA appraisal guide data, superior search capabilities built by successful online auto seller to help virtual car dealers cross the finish line

St. George, UT ([PRWEB](#)) July 14, 2009 - "Superior search, meet instant auto valuation. Instant auto valuation? Meet superior search."

Upillar.com [Motors](#) - the easiest, most effective and most affordable place to buy and sell vehicles online - officially launched today with the mission of helping dealers establish a more successful, less expensive online presence and a more efficient marketplace.

Among its first-to-market features, Upillar.com Motors is the only online-listing site purpose-built - incorporating patent-pending technology - to automatically include up-to-date vehicle valuation data from the National Automobile Dealers Association ([NADA](#)) Appraisal Guides in every vehicle listing. Unlike other sites, car buyers aren't required to leave Upillar.com and manually find and fill in information about a particular car to determine if the asking price is fair; NADA data is already filled in and on the same page as the vehicle. Nor does the dealer have to expend extra effort. As the car information is input, the NADA data populates the listing automatically.

Founder and CEO Trevor Milton, 27, said Upillar.com's nationwide launch comes in the wake of strong demand after months of beta testing for the flat-fee vehicle-listing service, now available at an introductory price of \$750 per year for each dealership.

"Dealer reaction to Upillar.com Motors has been very promising," said Milton, a serial entrepreneur. "Car dealers love the combination of unlimited listings with no expiration dates; detailed customer tracking; call tracking; email tracking; complimentary toll-free number; and unlimited calls. With Upillar.com Motors, it's easy to upload your vehicles in a short time. We work with a dealer's inventory-management company or help dealers upload listings themselves - and we typically can have inventory up and searchable within 72 hours of creating an account. From then on, a dealer's inventory is updated nightly. It's completely effortless! Dealers list their vehicles once, and they automatically remain searchable from anywhere. For a flat \$750 a year, you can't beat it!"

Milton, who founded Upillar.com to specifically address the pain points he experienced while establishing his own successful online auto sales operation, stressed the significance of Upillar.com's proprietary valuation tool, developed in cooperation with "the voice of the dealer," the NADA.

"With Upillar.com, dealers can automatically prove the quality of the deal they're offering to interested buyers," he explained. "We also make it easy for them to create virtual dealerships, and to draw attention to featured items with cost-effective premium listings." Another key feature proving popular with dealers: Upillar.com offers a 1-800 number tracking feature that allows dealers to record and monitor calls by their sales people, and lets them track the results of each of their Upillar.com listings.

Industry watchers believe Upillar.com is well-positioned to give other online-classified sites a run for the money, successfully competing for the attention of the 132 million online buyers and sellers predicted to emerge over the

next decade in a recent [Pew Research](#) study. By melding state-of-the-industry search capabilities and exclusive NADA data access with the most-popular features of established auction and classified sites, Upillar.com is positioning itself to become the online-auto-sales category killer. "I see dealerships every day that spend upwards of \$40,000 a year to list on other sales sites," Milton explained. "Upillar.com offers dealers a much-needed way to save tens of thousands of dollars. At a flat \$750 a year, you can't find a better solution."

About Upillar.com:

Upillar.com (www.upillar.com) is a free, online classified advertising site launched nationwide in July 2009 in the wake of an extremely successful beta launch. Fast, free, easy and convenient, Upillar.com is the first online sales site to combine proprietary valuation tools, superior search capabilities and ease-of-navigation purpose-built to optimize meaningful interaction between online sellers and interested buyers. Media materials are available at: <http://bit.ly/upillar>.

Privately held Upillar.com was founded by serial entrepreneur and CEO Trevor Milton, who initially conceived the site as the ultimate combination of online auto "dealerships," integrated National Automobile Dealers Association vehicle-valuation data, and state-of-the-industry search functions that eliminated the need to relist items for sale. The site - which hosts free listings of items in virtually every category, from homes for sale to free kittens - is now one of the fastest-growing online sales portals on the Internet. Site executives also communicate regularly with the Upillar.com community via onsite messages, Facebook , MySpace, blogs, and [Twitter](#) .

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