



Car Shopping Online vs. At the Dealership

When you are in the market for a new ride, there are ultimately two different routes you can take, shopping online or at the dealership. Online car sales have skyrocketed over recent years, and websites like Carvana, Car Gurus, and other notable platforms dominate the space.

Buyers are being driven to these platforms because they may be intimidated by the experience in dealerships and may prefer the convenience of shopping online. However, many people still enjoy the old-fashioned way of shopping in person. That said, there are pros and cons to each experience.

Below we will break down the key advantages and disadvantages of both car shopping online and at the dealership.

Pros of Buying a Car Online

- You have more time to research options.
- The process is more efficient with fewer distractions.
- There is a bigger selection of vehicles to choose from.
- There is zero pressure from salesmen.

Cons of Buying a Car Online

- It takes longer and may require hours of comparisons.
- You can't compete with prices accurately.
- You can't see all the fine details of the car.

Pros of Buying a Car at the Dealership

- There is a wide range of add-on options available that can be financed into your loan.
- You will immediately receive answers to your questions.
- You can negotiate the price of the car.
- Relationship building can help score better deals or discounts.

Cons of Buying a Car at the Dealership

- Overpriced, unnecessary options are advertised heavily.
- There is pressure from commission-driven salesmen.

At the end of the day, whether you choose to shop online or at the dealership depends on your own personal preferences and needs. There are advantages and disadvantages to both, and we encourage you to take a good amount of time considering which options best suits you before you begin the car buying process.



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