

The Ricart Used Car Factory



DealerRater CustomerConnect™ showcases top Ricart salesperson, matches her with online shopper to complete quick sale.

REVIEWS, ONLINE CONNECTIONS DRIVE BUSINESS.

Gina McDougal knows well the power of digital connections – and positive customer reviews – to drive business.

Gina, a sales associate at the 2014 DealerRater Ohio Used Car Dealer of the Year, reports that 90% of her clients now come from the Internet, with the balance secured from referrals and repeat customers.

DealerRater | ARE YOU A DEALER? LEARN MORE

DEALER REVIEWS SERVICE REVIEWS CARS FOR SALE CAR RECALLS WRITE A REVIEW

Dealership Write a Review

CERTIFIED DEALER Ricart Used Car Factory
4255 S Hamilton Road, Groveport, Ohio 43125
Sales: (614) 349-1786 Service: (614) 836-6300 Parts: (614) 836-6400
Makes: Used Car Dealer
Showroom Hours: 10:00 AM - 8:00 PM

Excellent 93% Recommend
★★★★★ 4.6
2,523 Lifetime Reviews
2016 CONSUMER SATISFACTION AWARD

DEALER OF THE YEAR 2014
USED CAR DEALER OHIO

DEALER OF THE YEAR 2013
USED CAR DEALER OHIO

About This Dealer | Hours of Operation | Amenities
Get Directions
About Ricart Used Car Factory Learn More
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2,523 DEALERSHIP REVIEWS
Filter Reviews By: All Reviews Write a Review

Modot 6/15/2016
Reason for Visit: "Quick Processing"
Sales (Used)
I appreciated the respect shown and the sincerity displayed by Messrs. Wood, Wright, and Elford.
We were out looking for a used work van and were able to land a good catch and
More
Employees dealt with

Recently, Gina learned just how influential a prospect's ability to reach her anywhere and at any time is to enhancing her professionalism, establishing trust, and securing business – importantly, on her customer's schedule and not her own.

Utilizing DealerRater CustomerConnect, Gina was able to communicate with a sales prospect via text when other communications methods failed.

“I received an Internet lead and attempted to make contact with the client the same day but never received a reply,” said Gina. “The next day was my day off. While at home, I received a text message on my smartphone from the client. She had tried reaching me by email, but I didn’t receive the messages since I was not at the dealership. When she couldn’t reach me by email, she looked for another way to contact me. The text through DealerRater did the trick!”

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Gina McDougal
Sales Associate
Ricart Used Car Factory
4255 S Hamilton Road
Groveport, OH 43125

5.0
EMPLOYEE RATING

CERTIFIED EMPLOYEE

I'm from a tiny town in New Mexico where my graduating class had ten students. We own a ranch there where we raise beef cattle, so I literally am a

CONTACT ME
TEXT PHONE EMAIL
YOUR NAME
YOUR MOBILE PHONE NUMBER
MESSAGE
SEND MESSAGE

By clicking Send Message, you agree to receive a confirmation message connecting you to this dealership employee. Standard message and data rates may apply.

OVERVIEW REVIEWS (55) INVENTORY (893)

EXPERIENCE
At this dealership for 1 yr, 9 mos



Gina McDougal

OVERVIEW

REVIEWS (55)

INVENTORY (893)

CONTACT ME

May 29, 2016

★★★★★
DEALERSHIP RATING

★★★★★
EMPLOYEE RATING

"Fast and Friendly Explorer Purchase" - Jivey661

Worked with an excellent sales lady today! Gina McDougal helped put me into a nice explorer today! She stayed late to complete my deal and I really liked that I could keep in contact with her through text prior to me making it to the dealership! Before even arriving to the dealership Gina had emailed me a list of potential cars for my viewing! Thanks Gina and Ricart for the smooth process! Highly recommend Miss Gina Mac!!

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CUSTOMER SERVICE	★★★★★
QUALITY OF WORK	★★★★★
FRIENDLINESS	★★★★★
PRICING	★★★★★
OVERALL EXPERIENCE	★★★★★
RECOMMEND DEALER	YES

CustomerConnect, the newest addition to DealerRater's powerful suite of dealer-focused products, allows dealers to elevate their top sales team members as consumers search for the right salesperson at the right dealership. In-market car buyers can connect in real time with top-reviewed dealership salespeople in advance of their arrival at the showroom.

According to a recent DealerRater survey,

97% of prospective car buyers would prefer pre-selecting a salesperson or service advisor to work with prior to visiting a dealership.

CustomerConnect is the first product of its kind to allow dealers to meet this customer need. It addresses the trepidation many consumers say they experience prior to visiting automobile showrooms by allowing them to interact directly with dealership employees earlier in the sales process.

Despite access to an abundance of online automotive resources that provide information on product, price, and place, national polling data indicates that buyer angst is considerable and points to two areas of concern to car shoppers – not knowing how they will be treated and with whom they will be working once they arrive at a dealership.

With CustomerConnect, top-performing employees are showcased in DealerRater search directories and vehicle detail pages and can connect directly with in-market buyers via SMS texting, email, and click-to-call dialing. Such capability allows employees to communicate with prospects at the critical point where they have made a decision about the vehicle they plan to buy, but are still deciding at which dealership they intend to make the purchase.

According to Gina, her client reached her via CustomerConnect text and let her know that she was ready to move forward and purchase a vehicle in a very short time frame.

"Without DealerRater providing a method of contacting me when email was not working, I would have lost the sale," added Gina. "She was really pressed for time. Had she not been able to find an alternative way to contact me, she would have ended up working with another sales consultant to complete the sale."



Founded in 1953 by the late Paul F. Ricart, the company began as a small Ford dealership in Canal Winchester, Ohio, southeast of Columbus. Today, Paul's sons, Fred and Rhett, have evolved the company into a mega dealership that customers time and again say offers the best buying experience in Central Ohio. Now their sons are learning the business that their grandfather founded.