

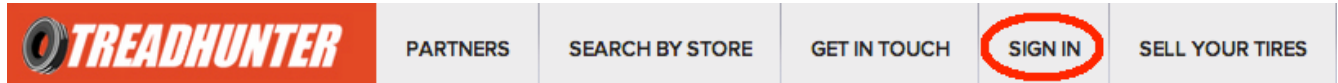
How to Post Listings for New Tires on Treadhunter.com

First go to www.treadhunter.com.

If you see “MY TREADHUNTER” on the top menu bar, click it.



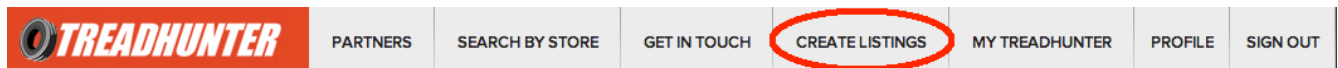
If you don't see MY TREADHUNTER, click SIGN IN then enter your email address and password.



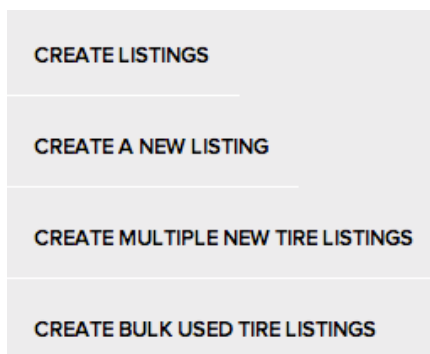
Once you are on the My TreadHunter page, there is a box called Your Stores. Click the View link next to your store name.



From here, the menu will have a Create Listings entry.



Click the Create Listings menu item, and you will have three choices for creating listings.



There are three ways to enter new tire listings on Treadhunter – Single Listings (Create a New Listing), Multiple Listings (Create Multiple New Tire Listings), and Bulk Listings. Bulk Listings are a way for used tire dealers to quickly generate tire listings for common sizes of tires; for example, if you sell common 16” tires for a single price without regard to brand or specific condition, you might create bulk listings. Single and Multiple listings are covered in this document.

Single Listings

Single listings might be used to enter inventory that is 'special' – not merchandise that is obtained

through the normal distributor channels, tires that were purchased in a discount purchase, or special-order tires that are not normally available instantly from a distributor. For example, if you have just a couple of a particular tire model on-hand that you might want to sell at a discounted price, you might create a single listing on Treadhunter.com.

Single listings are created through the “Create a new listing” button. Here you'll select the quantity on-hand (up to 4), the size, manufacturer, and model of the tire. Next enter the price and check the “Includes mounting?” checkbox if the price includes the tire mounting. Click the Brand New button to indicate that the tires are not used, and enter an optional Stock Number if you have an internal number to assign this listing.

Finally if you'd like to attach photos to your listing, upload them in the Upload Images section. If you do not wish to upload custom images of the tires, the default stock photos for the selected tire model will be used.

Now click the Create Tire Listing button to create the listing on Treadhunter.com and your storefront.

Multiple Listings

Multiple listings are used to quickly generate listings on Treadhunter.com and your storefront for distributor-based inventory or common tires you may have on-hand in inventory. With this option, you will select a tire manufacturer and model and then enter the prices for each size you will carry.

You can create multiple listings with the “Create Multiple New Tire Listings” button. First check the box for “Price includes mounting?” if the prices you will be entering include tire mounting or not. Then enter the warranty (in days) if applicable – this is usually separate from the standard manufacturer warranty, so leaving this blank is normal.

Now select a Manufacturer and Model of tire. Next all the sizes for that model will appear. Check the Add? box for each size you wish to list on Treadhunter.com and your storefront. Now enter the price for each size you have selected through the Add box. You shouldn't need to change the Qty in stock value unless you have less than four available to sell.

If the price field is already populated, this comes from the MSRP of the tire at that size and should be overridden with the price you offer. Finally, click the Create Listings button to generate listings for each selected size.

Data Import

In addition to manually creating listings for your new tires, you can set up automatic data feeds with participating tire distributors. First, click the Edit Store Information button. Currently, the only participating distributor is TCI (Tire Centers Incorporated). You will need to contact TCI and fill out paperwork requesting API access to their TIPS system. Once you have that information, click the Edit TCI Import button on the Edit Store page.

From here, you can select how often to import the data (every 30, 60, or 90 days, or click No Auto Import to disable the automatic data feeds). Then enter your TIPS API username and password (not your Treadhunter information). Finally, select the manufacturers that you want to automatically import from this distributor.

Many tire stores can get the same tires from multiple distributors. However, due to pricing or other arrangements it may be more advantageous to order some brands from one distributor than another. So you should select only the brands that you wish to advertise the prices from this distributor.

When an automated import occurs, it will override any existing listings for a particular tire manufacturer and model, whether it was created from a previous import or manual entry. So be careful in selecting the manufacturers to import.

On the distributor's website, you can select the markup/margin for your store, and this margin will be used when pricing the imported data.