



The State of Car-Selling in Canada

56%

Of Canadians reported having a negative experience

77%

Of Gen Z respondents described the experience as negative

55%

Of Canadians who sold to a dealership had a negative experience

#1

Priority for Canadian sellers is a fair market price

WHERE THE EXPERIENCE BREAKS DOWN

Among Canadians who have had a negative car-selling experience

Negotiations / haggling	44%
Wondering about price	34%
Pressure to discount	27%
Uncertainty around payment	24%
Concern of scams/fraud	23%
Unserious potential buyers	22%
Time spent scheduling meetups	22%
Ghosting / No shows	21%
Safety concerns with strangers	17%

WHAT CANADIANS WANT WHEN SELLING

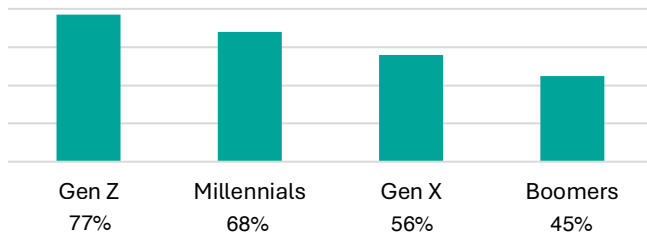
Top factors when deciding how to sell their car

Fair market price	40%
Safety / avoiding scams	40%
Fair and transparent process	36%
Fast, guaranteed payment	29%
Trusting the buyer	28%
Minimal effort / convenience	23%
Selling quickly	20%
Avoiding negotiation / haggling	20%

SELLING CHANNEL BREAKDOWN

	Dealership	Private
Channel used	45%	49%
Negative experience	55%	58%

OVERALL NEGATIVE EXPERIENCE BY GENERATION



KEY TAKEAWAYS

- The car-selling experience is broken.**
More than half of sellers reported a negative experience, citing negotiations & haggling, wondering about price, and payment uncertainty among the top concerns.
- Private is the most used channel, with the worst experience.**
Nearly half of Canadians chose to sell privately, yet those sellers are the most likely to report a negative experience.
- Dealerships aren't the answer either.**
49.5% of customers who sold their car to a dealership and had a negative experience worried they left money on the table.
- Canadians are forced to make a trade-off.**
Dealerships offer security and time savings, but leave sellers doubting they got fair value. Private sales offer more control and often better offers but demand more time and carry more risk.