RULE #1: Give every unit a Stock # (or VIN) — not required, strongly recommended. Same Stock # every time = **updated, not duplicated.** No Stock # = matched on year + make + model + HP.

A. CSV UPLOAD (MAIN OPTION)

Log in → `outboardlistings.com/dealer-network/dashboard/upload`
Required: **make, model, price, state, zipCode** + a unique **stockNumber** (recommended).
Preview → Commit.
Upload a fresh FULL file whenever inventory changes.

B. API FEED (AUTOMATIC)

Dashboard → Dealer Tools → Generate API Key. **Shown only ONCE — copy it.**
POST `outboardlistings.com/api/dealer/inventory`
Header `x-api-key` · Body `{ "inventory": [...], "fullSync": true }` · 500 per request.

C. DEALERSPIKE / DMS

Ask your provider for an **outgoing inventory feed** to OutboardLISTINGS.com℠ and send it to Support@OutboardListings.com.

⚠ WARNING: PICK ONE MAIN SOURCE
Full Sync = "this is my ENTIRE inventory." Units not in it are **marked SOLD.**
Using both? Keep the same Stock #s and **turn Full Sync ON for only ONE.**

Full guide: `outboardlistings.com/dealer-network/it-setup`
Help: **Support@OutboardListings.com**