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DIGITAL WORK / EBOOKS VAUTO - CONQUEST



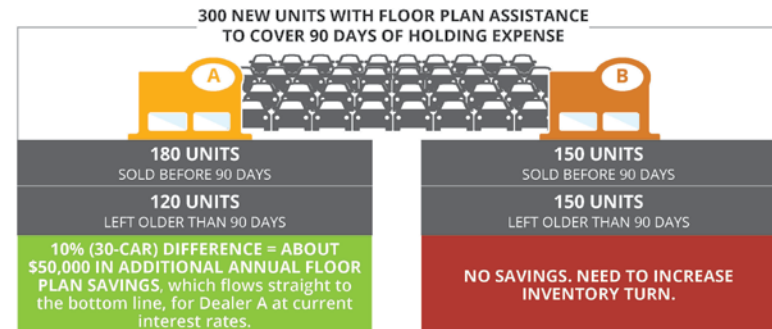
NEW CAR DEALERS' GUIDE TO TRANSFORMING FLOOR PLAN EXPENSES INTO A PROFIT MACHINE



Cox Automotive

BOTTOM LINE IMPLICATIONS FOR NEW CAR DEALERS

Consider two dealers who share the same brand and stock 300 new units. Let's assume their manufacturer provides floor plan assistance to cover 90 days of holding expense. Dealer A sells about 60% of his inventory before it hits 90 days, which leaves about 40% (120 units) older than 90 days. Dealer B sells 50% in less than 90 days, with 50% (150 units) older than 90 days. This 10% (or 30-car) difference equals about \$50,000 in additional annual floor plan savings, which flows straight to the bottom line, for Dealer A at current interest rates. **Reducing the number of aged units over 120 days on a 300-unit inventory by 10% amounts to an annual floor plan savings of \$50,000!**



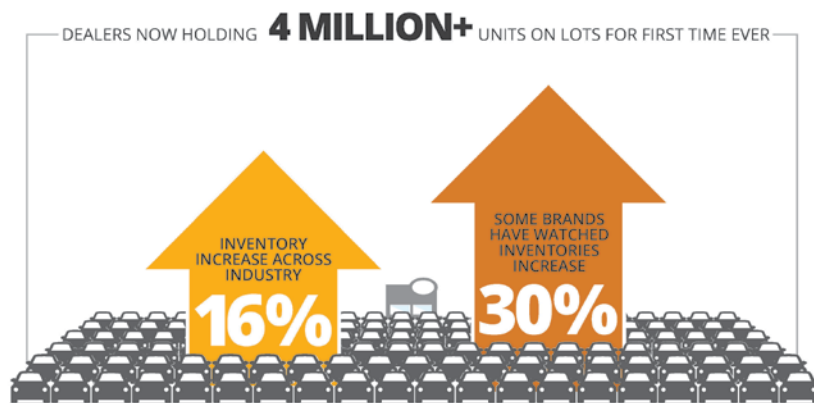


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MARKET INSIGHTS



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MINIMIZING AGED INVENTORY & MAXIMIZING FLOOR PLAN INCOME



WRITE DOWN ALL NEW VEHICLES OLDER THAN 60 DAYS.
A 3% write-down on aged units against monthly new vehicle gross will keep sales managers / consultants accountable and focused on retailing aged inventory quickly.

Industry data shows that nearly half (48%, or 96 units) of the average dealer's new vehicle inventory is older than 90 days.



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TIPS TO PURCHASE THE RIGHT AUCTION-SOURCING TOOLS

2 ASSESS VEHICLE RECOMMENDATIONS

The best sourcing tools recommend auction vehicles that fit your current inventory needs. These tools keep you informed of specific holes in your inventory that need to be filled, the cars you don't need at the moment, and vehicles that you may not have sold in the past but that, due to current market conditions, offer a positive retail opportunity.

78%
of independent dealers

rate ability to identify the best cars at auction based on their business plan and vehicle preferences as the most important feature in a tool.

A Modern Dealer's Guide to Buying Auction-sourcing Tools • © Tips to Purchase the Right Auction-sourcing Tools | 6





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BUILDING LONG-TERM ADOPTION

2 BUYING FOR YOURSELF AND A BROADER TEAM

Buy-in can be trickier.
New technology always finds resistance in work environments, a reality that's especially true in car dealerships.



2.1 average number of employees involved with auctions and sourcing vehicles at an independent dealership

MODERN BUYING TIPS TO SECURE LONG-TERM TEAM CONSENSUS

2 EMBRACE THE RESISTANCE

If you can't get everyone on the demos, bring the person who's most critical of the technology or tool you're considering.

This individual will help you ask more pinpointed, tougher questions during the demo. The person's perspective will help keep you honest and on-point as you make a purchase decision. Best of all, the individual's resistance will wear down as they see their specific points of resistance taken seriously and accounted for in the process.

In the best circumstances, these individuals often become the "in-house champions" for the new solution.



believe they have the resources needed to effectively source auction vehicles.

