

TRADERTM

vAuto
LIVE MARKET VIEW

THE VELOCITY

METHOD OF MANAGEMENT

Presented by: **Todd Temple**

BEFORE WE BEGIN....

THERE ARE 2 WAYS TO LISTEN TO THIS WEBINAR:

1. USING YOUR COMPUTER SPEAKERS
2. DIALING INTO THE TOLL FREE NUMBER

Dial-in #: 1-647-497-9385

Access code: 247 398 582

Attendee ID: Not Required

Audio Pin: Shown after joining the webinar

TO ASK A QUESTION PLEASE TYPE IN THE BOX APPEARING
ON THE RIGHT OF YOUR SCREEN

THE VELOCITY

METHOD OF MANAGEMENT

Dial-in #: 1-647-497-9385
Access code: 247 398 582

Webinar presented by

TODD TEMPLE
SENIOR NATIONAL SALES
MANAGER



WEBINAR AGENDA – 30 MINUTES

TODD

BACKGROUND

DALE

HISTORY AND VISION

INDUSTRY

CHANGES AND AFFECTS

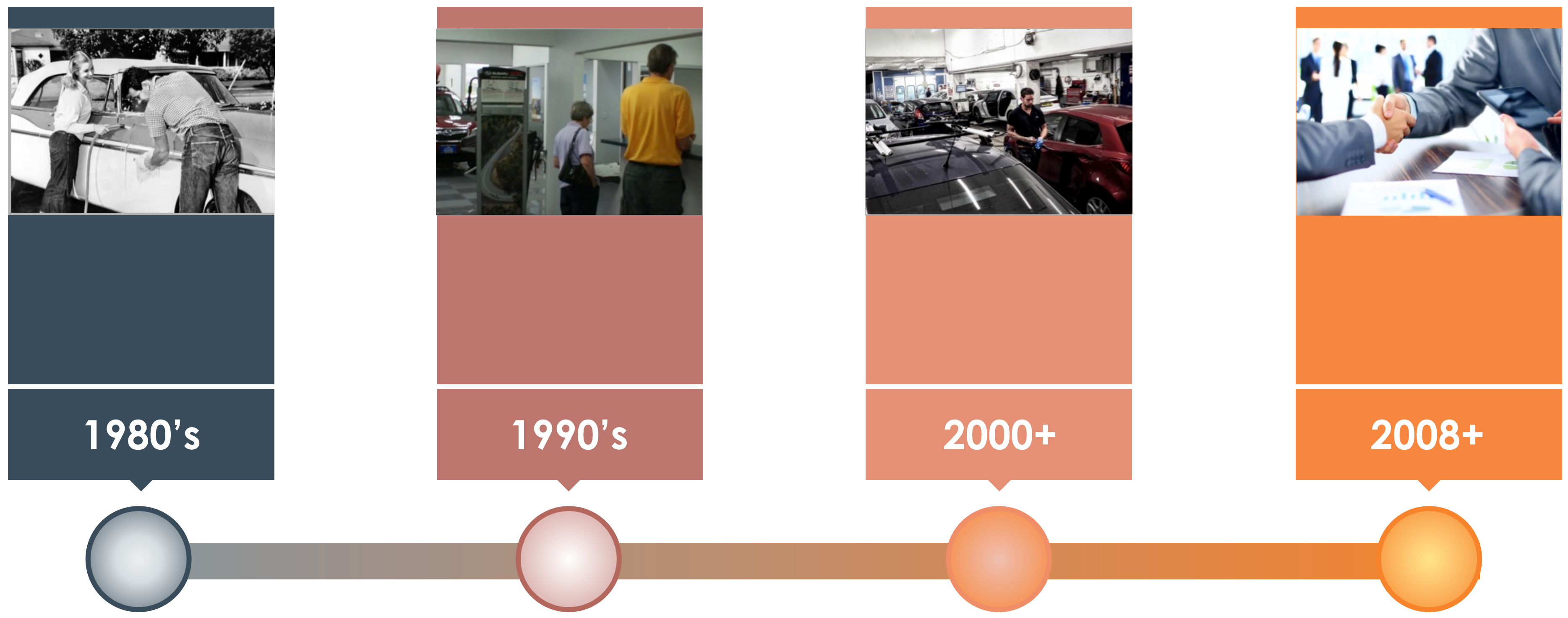
vAuto

WHAT IS IT

THE TOOL

ITS BENEFITS

TODD TEMPLE LIFETIME CAR GUY

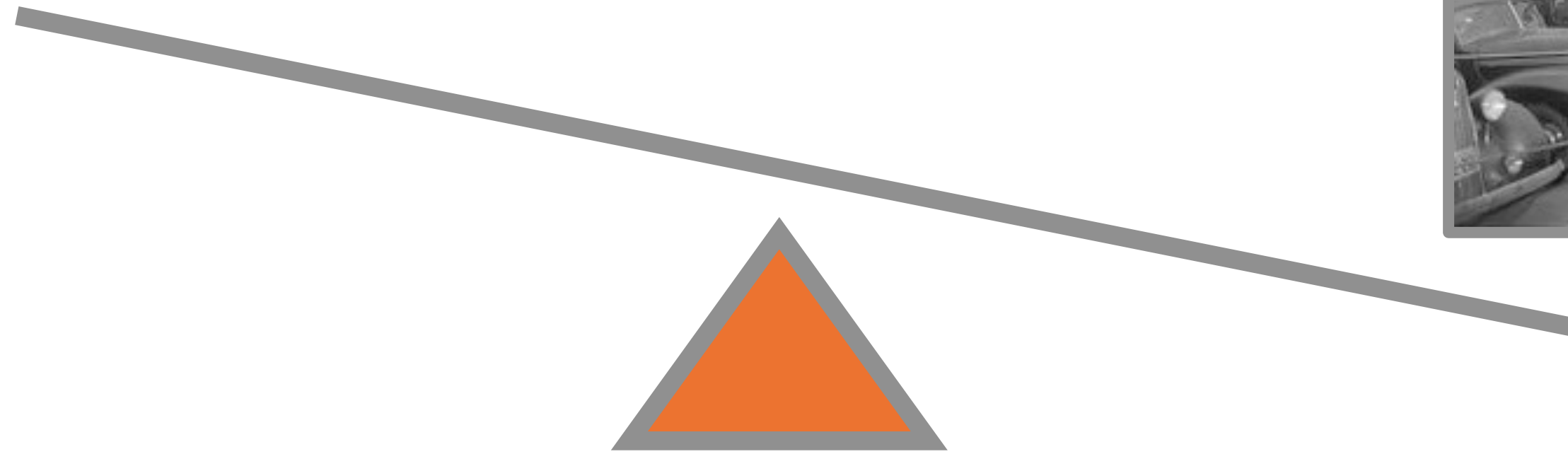


THE CORNERSTONE OF VAUTO
**VELOCITY METHOD OF
MANAGEMENT**

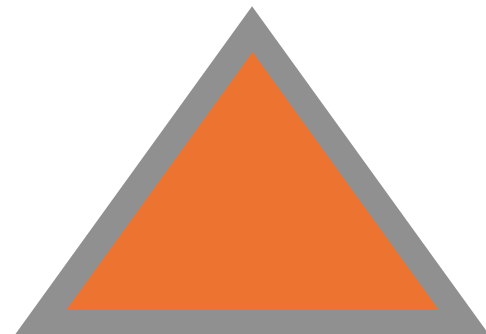
DALE POLAK SUBJECT MATTER EXPERT



THE BUYER VS SELLER YESTERDAY

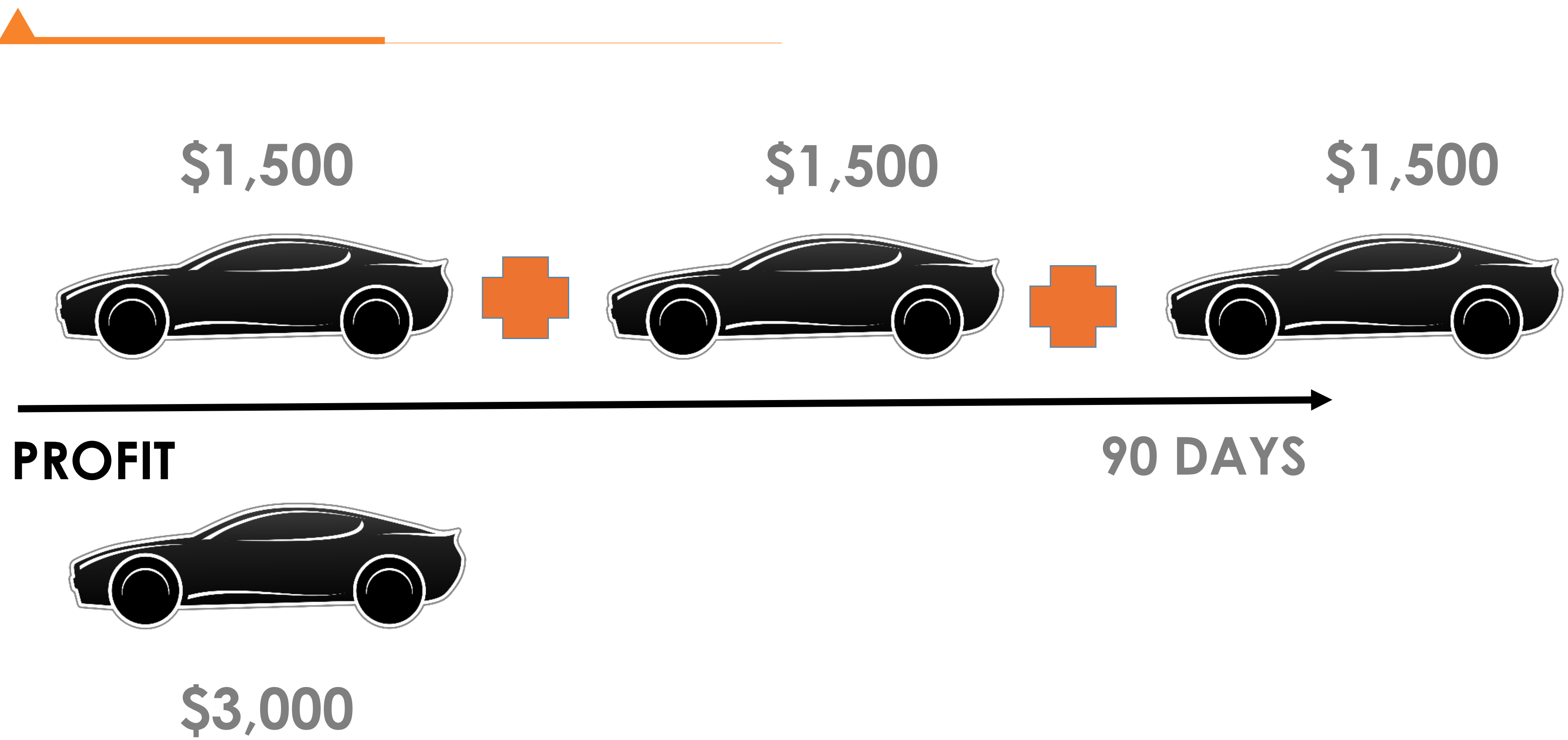


THE BUYER VS SELLER TODAY



THE HEART OF YOUR DEALERSHIP
**IS THE USED CAR
DEPARTMENT**

VELOCITY STRATEGY



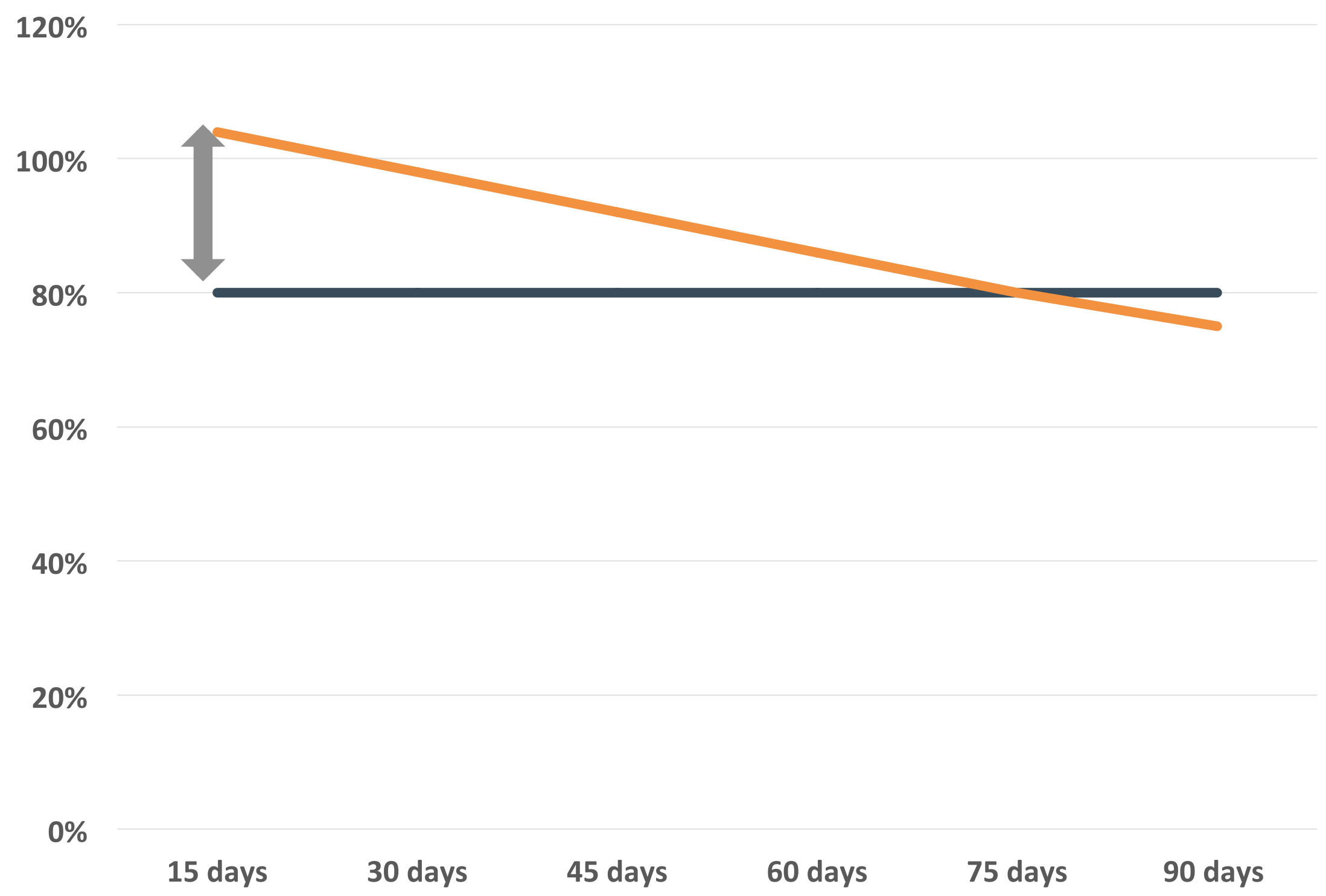


ACQUISITION COST AND MARKET VALUE

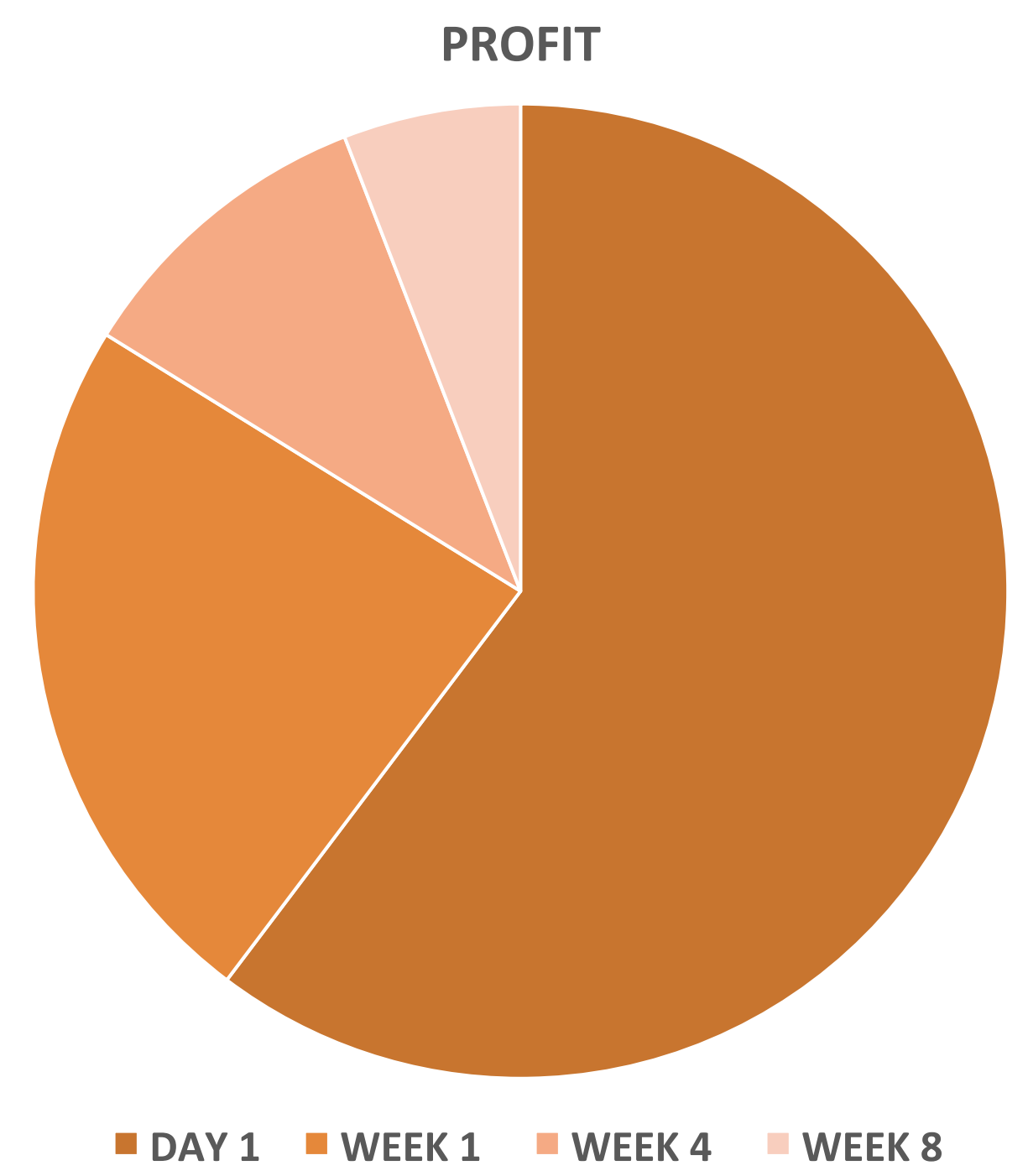
SPEED IS POWER

ACQUISITION COST vs MARKET VALUE

MARKET VALUE

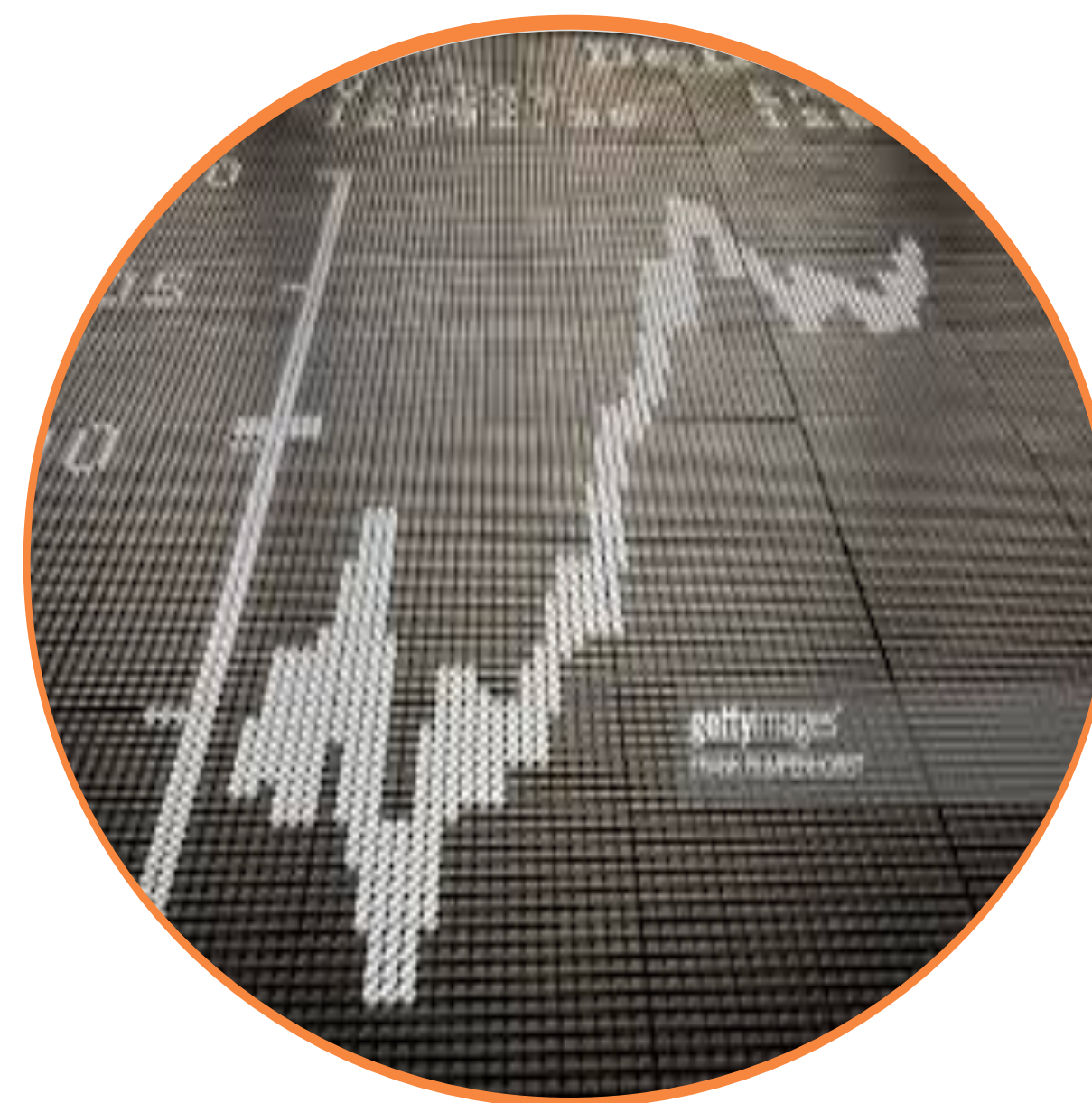


DAYS IN INVENTORY



THE 4 FUNDAMENTAL PRINCIPLES OF VAUTO

- **Cost to market**
- **Price to market**
- **Market days' supply**
- **Days in inventory**



TOP DRIVERS FOR YOUR ONLINE SHOPPERS

- **Vehicle Price**
- **Mileage**
- **Condition**



SHOWCASING THE STORY BEHIND THE VEHICLE

THERE ARE TWO TYPES OF LISTINGS

THE ONES THAT TELL A STORY

Y/M/M, Bluetooth, Back-up Camera, Navigation, Aux Charge Point and Audio Connection, Low kilometers, Great Price, combined with Heated & Cooled Leather Seats, and much more. _____ (COMPELLING INFORMATION IN POINT FORM)

This 2012 Chrysler 300 C, with a 5.7L Hemi engine is a one owner vehicle with no accidents. It includes, Bluetooth, Navigation, Advanced Braking. This vehicle was bought and serviced here. It has new tires, and Balance Factory Warranty. Great interest rates. _____ (Story about the veh. Make it personal! WRITE IT AS IF YOU'RE SPEAKING TO THE CUSTOMER.)(LEAVE OUT THE OPINIONS, FACTORY FLUF AND REVIEWS)(Tell it like you're having a conversation with your customer.)

XXXXX Chrysler is a well established dealership in High River, having served the Calgary, Okotoks, High River and Southern Alberta Foothills markets for decades. We carry premium used vehicles at prices that are competitive in today's market. If you don't find what you're looking for in our inventory, just ask, and we'll do our best to fulfill your needs. At XXXXX Chrysler we value our return customers and we're always looking to earn the new customer's business. Drive just 25 minutes south of Calgary and find out why XXXX Chrysler is a top-volume Chrysler dealer. For more information call our Sales Department at 1 (888) 513-XXXX (Why Buy?)(Tell the customer about your dealership and why they should come to you for their purchase) (This can be your mission statement, slightly modified)

THE ONES THAT DON'T ...

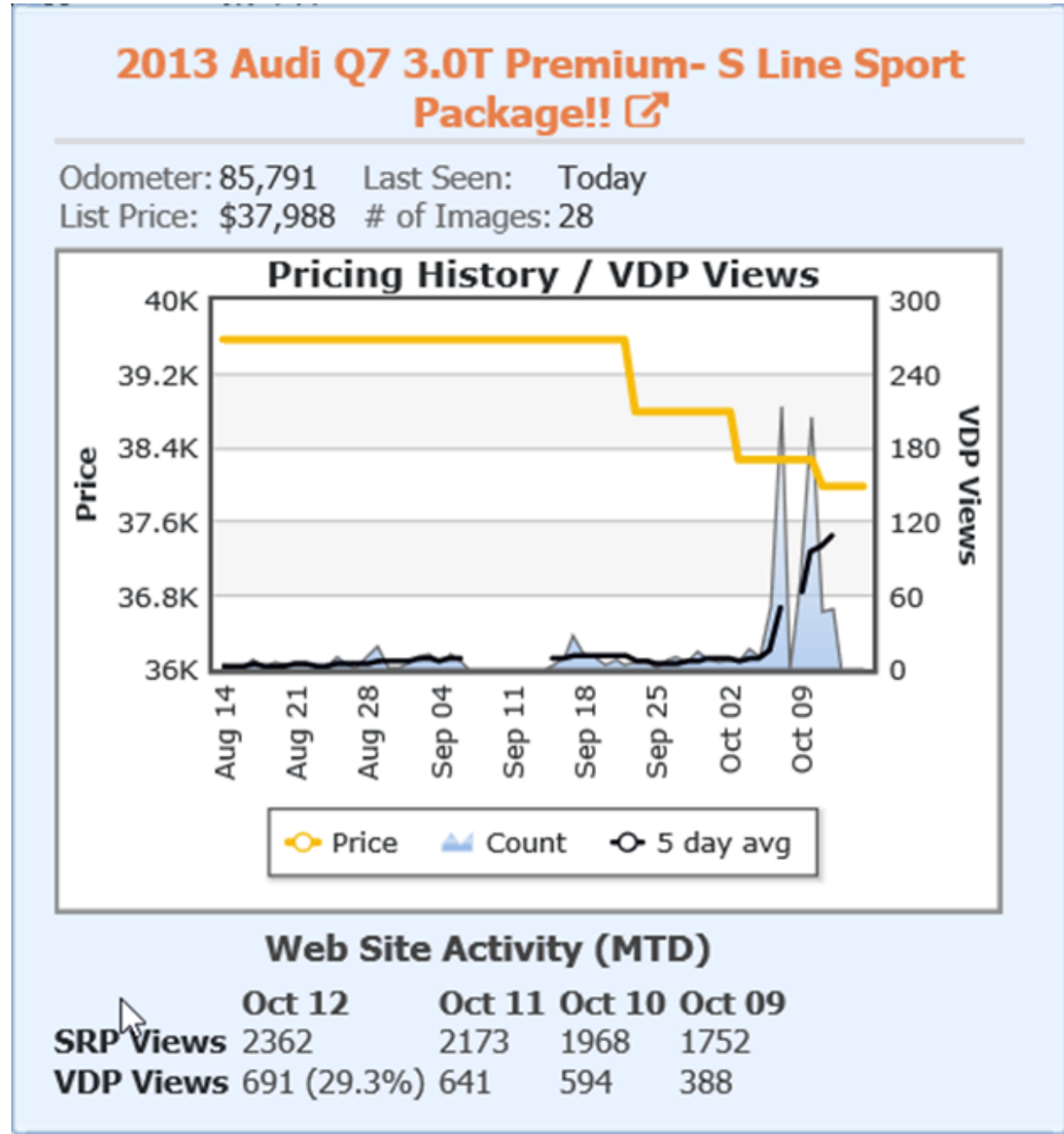
Clean CarProof, Safety, certified and E-tested. We offer competitive financing rates and terms and have many different warranty options available for your driving needs. At ABC CARS we are here to help you make buying a vehicle an enjoyable experience from start to finish. Make the most of your visit at ABC CARS and discover our entire lineup of new and used vehicles. Our expert sales consultants will provide clear and precise answers to all your questions. Don't miss the opportunity to test drive the vehicle you're interested in and remember that our after-sales service is impeccable.

THE VAUTO MODULES

- Pricing
- Appraising
- Provisioning
- Merchandising (just released)
- Subprime booking tools

The vAuto suite of inventory management software is custom designed specifically for each dealership





Exit Strategies

RETAIL \$1,600

Reconditioning:

Certification:

Appraised Value

Profit

Price Rank

of 22

Adj % of Market

95%-105%

vRank

of 22

Asking Price

Market Days Supply: **89** Like Mine: **110**

% Cost to Market: 93

Provision

Distance

KM

Market mode

Recent

Active

Competitive Criteria

2016 Chrysler 200 215 vehicles

Series: LX 21

Cylinders: 4 21

cyl

Market Profile

Vehicles: 21

Avg. Odometer: 4,683

Avg. Market Price: \$20,683

Odometer Adj: \$231

SHOW ME THE MONEY..

Gross Profit Based on Current Inventory (Units in Stock / Turn)			Gross Profit Based on Goal Inventory (Units in Stock / Turn)		
Units in Stock	30		30	Units in Stock	
Average Days in Inventory - Current	73		49	Average Days in Inventory - Goal	
Average Turn		5.00	Average Turn		7.43
Annual Unit Sales (Units in Stock x Turn)	150		223	Annual Unit Sales (Units in Stock x Turn)	
Current Front GPU	\$1,500	Annual Gross Revenue	\$1,500	Current Front GPU	
Total Front Gross (GPU x Units Sold)		\$225,000	Total Front Gross (GPU x Units Sold)		\$334,350
Current F&I GPU	\$1,000		\$1,000	Current F&I GPU	
Total F&I Gross (GPU x Units Sold)		\$150,000	Total F&I Gross (GPU x Units Sold)		\$222,900
Fixed Ops (70/30) GPU	\$1,000		\$1,000	Fixed Ops (70/30) GPU	
Total Fixed Ops Gross (GPU x Units Sold)		\$150,000	Total Fixed Ops Gross (GPU x Units Sold)		\$222,900
Total Gross Generated by Vehicle Operations		\$525,000	Total Gross Generated by Vehicle Operations		\$780,150

Increase in Annual Turn	2.43
Increase in Annual Sales	73
Increase in FE Gross	\$109,350
Increase in BE Gross	\$72,900
Increase in Fixed Ops Gross	\$72,900
Calculate	

Gain in Monthly Gross	Gain in Annual Gross	Gain in Daily Gross
\$21,263	\$255,150	\$699

QUOTES FROM OUR CUSTOMER

CHRIS MURRAY AND CHRIS EMERY/ THE MURRAY GROUP

Key value

“When you have that data in front of you, you are looking at it day-in - day out, it allows you stay on top, and drive those numbers up. As you drive those numbers up, you are selling more cars and selling them faster “

Chris Emery

Benefit

“Nothing more and nothing less, it is the data to help you make good decisions.....you can access all the data you need in one location and fast”.

Chris Murray

TRADER

vAuto
LIVE MARKET VIEW

THANK YOU FOR ATTENDING

LET US KNOW YOUR THOUGHTS...

todd.temple@trader.ca

klaris.kovacs@trader.ca

b2bmarketing@trader.ca