

## ACTION PLAN 1

**S** Specific    **M** Measurable    **A** Achievable    **R** Relevant    **T** Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Improve pre-owned gross profit  
 my YTD Gross Profit Return on Sale is 5.6%. NADA  
 guide is 12% + which would be my goal by the  
 end of year.

**BOTTOM LINE: Benefits of Achieving Your Goal**

Increase pre-owned profit  
 which in turn increases  
 the overall profit + health  
 of the dealership

**Consequences of Not Achieving Your Goal**

we continue to be  
 under NADA guide  
 leaving money on  
 the table. Have a  
 non profitable department  
 which hurts our  
 overall operation

When will you start?

immediately - I've already spoke to DP

How will you gauge your progress? When? Using which metrics?

about where we  
 are falling short

I would like to re-evaluate  
 every 30 days using the formulas that I learned  
 at NADA Academy. Specifically monitoring our  
 Inv COST vs. Cost of Retail to make sure we are  
 buying the right inventory for our customer +  
 Gross Profit Return

What specific actions will you take to achieve your goal? Who can help you?

- Drill down into inventory  
  whats aging?  
  whats selling?  
  Price range, mileage, color, make, model, etc
- Pay close attention to the used market - prices are fluctuating every week.
- Don't buy just to buy - be intentional
- D.P (my dad) we've spoke about the used Dept as a whole + how to be better.

Potential Challenges?

The market is not stable.  
ex. wholesale prices can be really high one week + the same vehicle will be worth 4K less the next week.

Potential Solutions?

Carefully watch the market  
Appraise all trades looking at a 30 day low instead of the time of trade since it is fluctuating week