

# Variable 1

## Used Cars and Marketing

### Pre-Class Homework

#### Variable 1 Instructors

Michael Hayes  
Academy Chair  
O: (703) 448-5806  
C: (301) 580-5540  
[mhayes@nada.org](mailto:mhayes@nada.org)

Desirée Dawson  
Academy Instructor  
O: (703) 291-3316  
C: (571) 210-2301  
[ddawson@nada.org](mailto:ddawson@nada.org)

## WHAT YOU NEED TO BRING FOR VARIABLE OPERATIONS 1

- 1) Latest Financial Statement – determine number of immediate wholesale units and dollar value
- 2) Determine your dealerships' hard pack, soft pack, and minimum commission for pre-owned. Clarify how your hard pack is being accounted for on the financial statement.
- 3) Pre-Owned Vehicle inventory log sorted by age
  - **Run this just prior to class (does not need to match with statement)**
  - Subtotal in the following age buckets – calculate units and dollars for each bucket (do not include vehicles that are not for sale... e.g. parts delivery vehicles)
    - 0-30 days
    - 31-45 days
    - 46-60 days
    - 61-90 days
    - 91-120 days
    - Over 120 days
- 4) Wholesale log for the previous 60 days
  - **Run this just prior to class (does not need to match with statement)**
  - Include:
    - the name of buyer / auction
    - days in inventory
    - cost amounts
    - sale amounts
- 5) Familiarize yourself with your dealerships stock number coding system:  
**New Car Trade – Used Car Trade – Purchase**
- 6) Appraisal process:  
Investigate the 5 poorest investments in your pre-owned vehicle stock. Bring copies of the appraisal slip and reconditioning expenses. Note write-downs and adjustments of any kind.
- 7) Manheim Auction online: (if available)

Login \_\_\_\_\_ Password \_\_\_\_\_

8) Online Classifieds: (optional)

AutoTrader Login \_\_\_\_\_ Password \_\_\_\_\_

Cars.com Login \_\_\_\_\_ Password \_\_\_\_\_

9) Google Analytics for your website: (optional)

Login \_\_\_\_\_ Password \_\_\_\_\_

**Record numbers for the previous 30 days:**

Sessions; % New Sessions; Pageviews; Pages per Session; Average Session Duration; Bounce Rate; Top Landing Pages; Top Exit Pages; Devices

**Advanced:**

Total VDP Views (New, CPO, Used); VDP per Session; Time on VDP; Photo/Video Engagement; Return VDP Views; Website Lead; Source Medium (by City & Region)

10) Download and complete **Pre-Work Sales Log** excel file found under ‘Units’ > ‘Before Class’ on class site. Complete the data input sections for a minimum of 60 days or 200 retail pre-owned transactions. (It is only necessary to complete the ‘Input’ tab and ‘Sales Log’ tab; the other tabs will calculate automatically.) ***Upload this to ‘Dropbox’ for 100-point credit in Gradebook.***

11) Laptop with:

- WiFi Internet access capability
- Microsoft Excel

12) Enroll in the Power Information Network (PIN Dealer) with J.D. Power. Please contact Alyse Dubroc Dalton, Client Experience Manager, at [alyse.dalton@jdpa.com](mailto:alyse.dalton@jdpa.com) and let her know that you are an NADA Academy Student and would like to enroll as a PowerDealer. (optional)

=====

Notes:

Class will conclude approximately 11:30AM on Friday. Please plan your travel accordingly.

Have an inventory, sales, and/or marketing manager that might benefit from this class? Certificate options are available!