

N375 Parts Action Plan – Shaun Allen Greenway DCJR

Goal: Greenway to increase our Parts dept GP % of sales from 33.5% (YTD 2020) to 36% by June 30th, 2021.

The 2 areas of focus are internal and mechanical ROs. Internal will use retail pricing and increase the parts profit by \$37 per preowned vehicle sold. ROs will stop discounting parts as an attempt to sell the ticket.

The benefit will add an additional \$22,000 per month in GP and \$132,000 through June 30th. This will also close the gap from where Greenway was (33.5%) to the NADA benchmark of 38%. This will increase our absorption by having a stronger Parts department.

We started this plan in January 2021. We can track our progress using our corporate software and reports. The results will be visible on the FS at the end of each month.