

Classification System

- 1) Measure each account by MTD profit after return, YTD profit after return and Prior year profit after return. Tie breaker is total YTD sales. See attached spreadsheet.

Top Three Wholesale Accounts

VanaMax
M & B Collision
H & T Ford

Bottom Three Wholesale Accounts

Accidents Happen
AAAAAuto Collision
JD Auto Leader

Plan to increase GP% from 16% to 22%

- 1) Hire an additional dedicated wholesale parts consultant
 - a. Obtain an average of 1 new account per month with an average sale of \$15000 per month
 - b. Service existing accounts to increase sales by 5% and decrease returns to 5% or under
- 2) Hire additional personnel as needed when business increases
- 3) Encourage accounts to pay with CC allowing them to collect points
- 4) Incentive to Wholesale customers to manage returns
 - a. Accounts with returns under 8% and sales over \$150,000 by EOY \$1500 bonus
 - b. Accounts with returns under 5% and sales over \$150,000 by EOY \$2500 bonus

Our new accounts will be offered pricing in line with a 22% GP strategy

New sales from new accounts %1,170,000 first year

Additional \$ from existing accounts based on an increase of prior year sales \$64499

Decreasing returns to 5% (we currently average 8.56% with our existing account) we will effectively increase gross profit to 20%.

