

# Wholesale Case Study

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## Top 3

- Vanamax- High GP%, high volume

Return percentage for month is higher, but YTD lower

- MB Collision- Good GP%, good volume

Similar to Vanamax as far as return percentage

- BP Customs- lower volume store, but GP% is good

Very low return percentage,

Opportunity to grow

## Bottom 3

- M & D Used cars- Very low GP%, with acct overdue

- M & M Auto- Low GP%, 8.8% return percentage

- JD Leader- First month of business, spent \$1155, overdue account

Opportunities- Add 1 or 2 advisors, more internet advertising, programs such as wholesale mailers, face to face interaction, GM-collisionlink is a make or break for wholesale