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Increase our Leasing Penetration

- We are currently at a 2% ytd lease penetration for 2021
- Goal of 25% by year year-end 2022
- Management has to pencil a lease on EVERY New car deal. Job security is the incentive.
- Measure the results Monthly, with a YTD number as well. Through May 22 we are at 2%. We need to average 12 additional Leases per month to hit our goal.
- We have scheduled an In-House lease trainer for July 7th. All salesman and Managers will attend
- Salesman will have incentive to grow leasing because of future business and a contest. \$50 for each lease will be put in a pot. Salesman with the most leases gets the pot. Monthly.
- Performance goals will be as follows:
End of Q2 5% End of Q3 11% End of Q4 25%

If we can get hit our goals sooner, an additional \$50 per leased unit will be implemented for Management. Same “pot” style drawing as for salesman.

Our management staff will not be an obstacle. They will take the ball and run with it. The biggest challenge will be F&I PVR. We will pencil each deal fully protected to help. Also It is only a few deals per Finance Manager, so hopefully that won't be an issue.