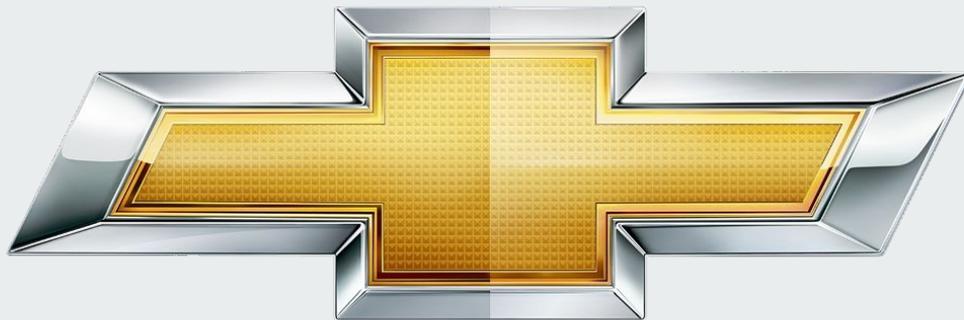


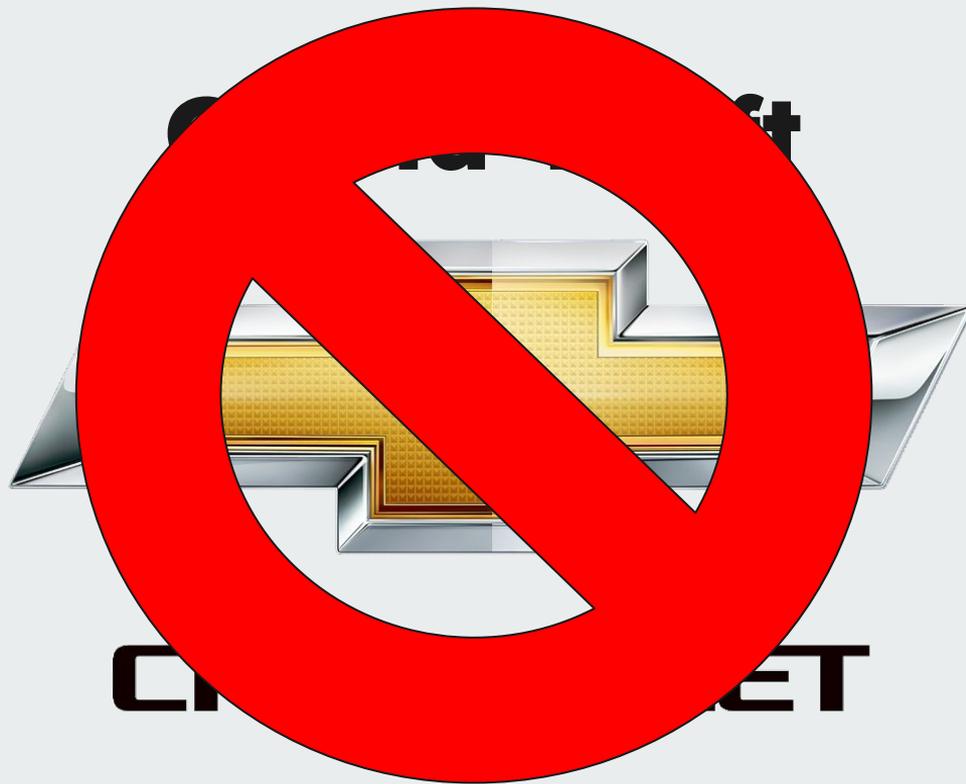


Grand Theft



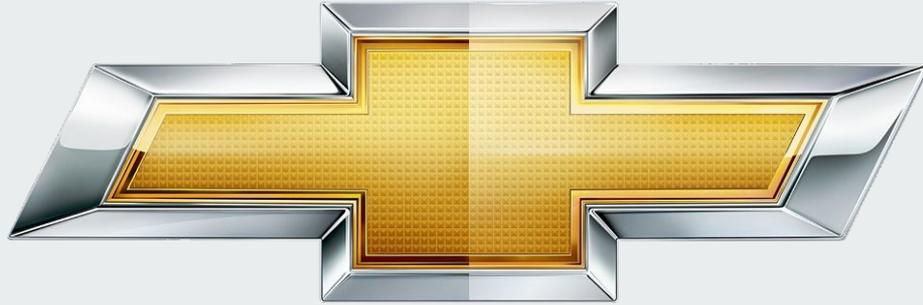
CHEVROLET

Nick, Philip, Carlos, Winford, Ben, Josh



Nick, Philip, Carlos, Winford, Ben, Josh

**It's A New Day
At
Sunnyside**



CHEVROLET

Mission



“At Sunnyside Chevrolet our mission is to provide an experience where all guests leave feeling like they are a part of our family.”

Demographics:

Median Age: 27

Population: 196,169

Avg Income: \$52,790



Dealership Culture

• *“Welcome to the Family”* Kick off party for all employees and their families, customers, and community

- Conduct employee evaluations with all staff to make sure our people are in the correct seats, along with determining if they are the right people for the new direction of the company.

- Hold **“State of the Union”** meetings monthly to engage all employees and promote a culture of buy in and engagement.

- To truly stand behind the idea of *“Welcome to the Family”* we are committed to opening an in house day care for all employees to utilize free of charge.

Customer Convenience



We're turning a new chapter at Sunnyside Chevrolet! Whenever you need us we'll be here to help with our new hours:

Service:

Monday-Friday: 7-8

Saturday-Sunday: 8-6

Sales:

Monday-Friday: 9-8

Saturday: 9-6

Sunday: 10-6

New Car



-The current new car inventory turn is extremely low. In order to address this issue we will be having a tent sale to blow out old inventory and focus on ensuring the correct inventory is on our lot.

-All new cars will be pre-loaded with ceramic coating, interior protection, wheel locks, and windshield protection.

-In Florida people like to **stand out**, so we will be doing custom truck and SUV builds.

-After doing a secret shop we found the average doc fee is \$850 in our area so we will be increasing our doc fee to **\$899**

-Utilize top sales people and use them as closers to help younger sales people hold more gross on the front end.

Used Cars



- Implement Vauto as our inventory management tool to more effectively price used inventory based off the market to ensure proper front end gross. Our focus will be on quantity so we will be ultra aggressive in our pricing and make sure we take advantage in F&I.
- Florida, AKA-Fee State: We will be adding additional fees to the selling price of the vehicles.
- Focus on additional reconditioning speed and charging retail for used cars
- With **1.4 million** in frozen capital in used cars we need to wholesale old age units and put a greater emphasis on inventory turns

F&I



- Sales people will be trained on soft selling products before customer goes back to finance
- Each person involved will be focused solely on their area of expertise, (Finance manager will call in the deal rather than the desk)
- Documents handed to customer via jump drive for convenience and to decrease product cancellations
- Implement e-contracting to reduce CIT's
- Use Darwin to present finance products
- Lean on extended warranty company for further F&I training

Service



- Increase the door rate to **\$145** for customer pay and internal, this will allow us to also increase tech wages and heavily recruit new techs
- After 6 months with our new door rate we will negotiate a new warranty rate with Chevrolet
- Work with sales to implement complimentary maintenance for first year to improve service retention
- Add new service where we pick up and drop off customers cars to add to the customer experience and increase our \$\$\$/RO
- Provide customer shuttle or loaner vehicles
- All customers will receive video MPI
- Promote a service greeter to ensure all customers are greeted within 15 seconds of walking onto the service drive
- Re-work advisor pay plans so they aren't paid on gross but rather hours they sell so we hold onto all labor rate increases in addition to CSI

Parts



- Use obsolescence to get rid of old age parts
- Utilize an effective matrix to make sure our GP% is at a minimum of 40%
- Pre-order used car reconditioning parts to help assist with used car turn
- With the emphasis on pre-loading vehicles, maintain a large inventory of tire and wheel packages and other vehicle accessories

Dealer



GM Benefits Package: Relocation allowance, \$40,000/ month guarantee for the first 12 months, Spouse Demo

Through these changes we anticipate an additional 3.5 million in gross profit resulting 2.2 million net.

Immediate needs: Additional Capital of \$500,000 to get back into trust. Within 6 months we anticipate fully repaying this additional capital with interest

Additional training: Over this first year of business where the most impact is being made within the dealership, attend NADA Dealer Academy and participate in 20 Group