

ACTION PLAN

What will you do differently as a result of what you learned in this section?

- WE WILL PUT MORE EMPHASIS ON SLOWER MOVING UNITS.

MARKETING EFFORTS WILL BE MORE AGGRESSIVE AND MARKETING

CASH DEPLOYED FIRST ON UNITS THAT NEED HELP.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

- IF WE ARE SUCCESSFUL WE WILL REDUCE FLOOR PLAN INTEREST CHARGES AND INCREASE OVERALL SALES VELOCITY.

- IF WE MAKE NO CHANGES WE WILL ERODE VARIABLE GROSS.

What obstacles might you encounter and how can you overcome them?

- NAVIGATING WHICH UNITS NEED TO BE PRICED VERY AGGRESSIVE AND WHICH UNITS NEED A VOLUME OF IMPRESSIONS.

Identify your first few steps and the people who can help you with them.

- OUR FIRST STEPS WILL BE A UNIT BY UNIT EVALUATION OF OUR ENTIRE INVENTORY.

- HEAVY FOCUS ON MARKET DAYS SUPPLY. UNITS GREATER THAN 60K WILL NEED LOTS OF IMPRESSIONS.

Start Date: NOVEMBER 15TH 2022

Completion Date: DECEMBER 1ST 2022