

Our dealership's repair order gross profit percentage of sales is 33.11% and NADA guide is 41%; therefore, there is an opportunity for us to improve our repair order gross profit percentage of sales to meet and go above the NADA guide. I will implement this goal January 1, 2023, and will aim to complete this by month's end, January 31, 2023. I will try to achieve this goal by eliminating the gross profit chompers highlighted by NADA which includes no longer allowing everybody to discount products and services, trying to minimize emergency purchases unless absolutely necessary, no longer issuing coupons or having specials, and to work on improving our sales and phone skills.