

Variable 1

Pre Class Assignment

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NADA VARIABLE OPERATIONS					
Day 1	Day 2	Day 2 (Cont'd)	Day 3	Day 4	Day 5
Visioning	Inventory Metrics	Auction Best Practices	6 Elements to Max Turn	Conversion	Goals and Metrics
Industry Updates	Distressed Inventory	Power of Turn	6 Elements to Max Turn	Digital Marketing	GMB and Reviews
GROI	Appraising Condition	Dale Pollak	6 Elements to Max Turn	Website Efficiency	Case Study Presentations
Statement Analysis Profitability Packs	Look to Book Save a Deal	Gross Deception	CPO Case Study Launch	Google Analytics	Marketing Videos

Notes:

Class will conclude approximately 11:30AM on Friday.

Please plan your travel accordingly.

Have an inventory, sales, and/or marketing manager that might benefit from this class? Certificate options are available!

1. Latest Financial Statement. If applicable make sure Composite and Supplemental Sheet is updated. Review Composite with focus on variable pages.
2. Sign up for Discussion Board via Yellowdig (www.yellowdig.app)
3. Complete the Data Input Pages
4. Complete Pre-Work Sales Log. It can be found on Class Site- Units- Before Class. Upload to the dropbox for 100 Points.
5. Complete #3 Pre-Owned Stock Analysis. It can be found on the Class Site- Units- Before Class. Upload to the dropbox for 50 Points.
6. Investigate your dealerships floorplan financing interest rate: _____ %
 - a. Is it Captive or Non-Captive?
 - b. Does the dealership earn incentives based on retail contract penetration?
7. What is your dealerships ideal months' supply of new vehicles? Yes, COVID has changed the dynamic, but what level will you build back to when given the opportunity? Prepared to defend these numbers.
8. Determine your dealerships' hard pack and soft pack for new and preowned vehicles Clarify how the hard pack is being accounted for on the financial statements. View PACK video. Units- Before Class
9. Watch the video posted to the class site on Certified Pre-Owned. Units- Before Class. Be ready to discuss.
10. Appraisal process: Investigate the 5 worst investment pre-owned vehicles in stock. Bring copies of the appraisal slip and reconditioning expenses. Note write-downs and adjustments of any kind.
11. Manheim Auction Online Access (if available)
12. Identify the Top Ten Used Selling Vehicles Models in your market based on volume. If you do not have access to this data, use your best guess.
13. Run Wholesale log for previous 60 days to include:
 - a. Name of buyer /auction
 - b. Days in Inventory
 - c. Cost amount
 - d. Sale amount
 - e. Profit/Loss Per Vehicle Retailed

14. Have your vendor or in-house marketing department provide you with the following metrics from the previous 30 days: (if available)

- Sessions
- % New Sessions
- Pageviews
- Pages per Session
- Average Session Duration
- Bounce Rate
- Top 10 Bounce Pages
- Top 10 Landing Pages
- Top 10 Exit Pages
- Devices
- Website Lead (Traffic Source)
- Source Medium by City and Region

15. Investigate if you are a JD Power “PIN Power Dealer” If you are unsure; please contact Alyse duBroc Dalton; Client Experience Manager @ Alyse.dalton@jdpa.com Let her know you are an Academy Student.

DATA INPUT PAGE: USED

			<u>Used</u>
Units	Total # Pre-Owned <i>Retail</i> Units Currently in Inventory	A	
	YTD Pre-Owned <i>Retail</i> Units Sold <i>(no wholesale; may be multiple entries)</i>	B	
	Statement Month Pre-Owned <i>Retail</i> Units Sold	C	
	YTD Avg. Pre-Owned Monthly <i>Retail</i> Units Sold	D	
Retail Gross	YTD Front-end Gross Avg. Profit PUVR <i>(without F&I)</i>	E	
	YTD F&I Avg. PUVR	F	
	YTD Total Per Unit Avg. <i>(Add numbers from boxes E & F)</i>	G	
Reconditioning (YTD average per unit) <i>(Locate Memo account. Is there an entry? What is included? Record YTD per unit average).</i>		H	
YTD Totals	Total Pre-Owned Retail Sales \$ YTD	I	
	Total Pre-Owned Retail Front Gross \$ YTD	J	
	Total Pre-Owned F&I Gross \$ YTD	K	
	Total Pre-Owned Department Expense \$ YTD	L	

DATA INPUT PAGE: NEW

			<u>New</u>
Units	Total # New <i>Retail</i> Units Currently in Inventory	M	
	YTD New <i>Retail</i> Units Sold	N	
	Statement Month New <i>Retail</i> Units Sold	O	
	YTD Avg. New Monthly <i>Retail</i> Units Sold	P	
Retail Gross	YTD Front-end Gross Avg. Profit PNVR <i>(without F&I)</i>	Q	
	YTD F&I Avg. PNVR	R	
	YTD Total Per Unit Avg. <i>(Add numbers from boxes Q & R)</i>	S	
Additions to income related to the new vehicle department		T	
YTD Totals	Total New Retail Sales \$ YTD	U	
	Total New Retail Front Gross \$ YTD	V	
	Total New F&I Gross \$ YTD	W	
	Total New Department Expense \$ YTD	X	