

Goal is to increase used car gross to \$1250/car and turn to 30 days.

In our busiest months, our goal is to sell around 200 used cars. This past January and February we got our inventory of non-service loaner cars up to around 195. When I was at class in February, it dawned on me that in the months we want to sell 200 used, 40 of those are probably going to be service loaners. So to keep an inventory of 195 non-service loaner vehicles, didn't make any sense. Especially since we had such a bad start to the year (130 Jan 124 Feb used) we were carrying way too many cars for those months. Even for March we had too many because with a goal of 203, when you take service loaners out of there, we only need to sell around 160. It also caused our gross to dip because our cars started to age.

Feb Stats

199 Non-service loaners in inventory on 2/1

124 Cars at \$992/car with manufacturer support

When I got back from class, I made it a point to get our inventory lower. I told the used car managers that they could only purchase a vehicle if it was an absolute steal and that we had to lower our inventory. Since our plan for the month was 203, I figured we would pick up 30-40 loaners, so we should plan on stocking 160-170 non-loaner vehicles. I also told them that on May 1st, any vehicle older than 90 days goes to auction.

March Stats

182 Non-service loaners in inventory on 3/1

220 Cars at \$1348/car with manufacturer support

As we projected, we were going to pick-up extra service loaner sales. We had 49 service loaner sales in the 220 cars, so our non-service loaner sales accounted for 171 sales. By the end of the month, we were down to 164 non-service loaner vehicles in stock. Currently we are exceeding our gross goal and our turn goal.