



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name BRANT SCHROYER Class # N408
 Dealership LAUREL VALLEY MOTORS Date 5/1/2023

Current Situation or Challenge to be Addressed:	TRADE IN/CURB PURCHASE/AUCTION APPRAISAL PROCESS Overhaul our current appraisal process		
Current Performance Level (include specific measure):	Poor performance/ Non tracking/ Shooting from the hip Currently turning inventory at a 4.6 rate and keeping a 2.6 months supply in stock		
Goal (what do you want to achieve?)	Well written appraisal process/trade rate/ look to book per manager, using our NADA scoreboard excel spread sheet.		
Goal Performance Level (include specific measure)	Looking to almost double our turn rate to 9.0 from 4.6 currently, and increase monthly gross by 40-46%. Please see the attached PRE-Owned turn analysis		
Goal Start Date:	7/1/2023	Goal End Date:	10/2/2023
First Check-in Date:	7/17/2023	Performance Objective:	Check in, make sure we are properly entering all info every deal/every time
Second Check-in Date:	8/1/2023	Performance Objective:	Review the 1st 30 days work of data/ look for trends good and bad
Third Check-in Date:	9/1/2023	Performance Objective:	Who is better at taking in trades all around. Look at all the metrics/data. Set up training based on individual wins and losses
Fourth Check-in Date:	11/1/2023	Performance Objective:	Make this process a daily task with a monthly review. Drill down on all of our appraisal skills to help obtain more units at the right price at the right time.
How does your goal align with the dealers' vision?	DEALER VISION= On quest.... To be the very best! EMPLOYEE Guide of Standards. 1. Warm genuine greeting 2. Use our guests name 3. Positive and upbeat 4. Exclusive attention 5. Listen		

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	intently 6. Respect our guest’s time 7. Say “Thank you” 8. Think safety 9. Race Shop Clean 10. Smile and have FUN! 11. It’s a MATATHON!
What are the potential benefits of achieving your goal?	A true training opportunity/ Help us acquire more units for better pricing, price strategy and a ton more inventory turns to increase our GROI.
What are the potential consequences if you don’t achieve your goal?	We will continue to average at best, being the definition of INSANITY, keep working the same way as always and expecting different results.
Why is the goal important to you?	After a week-long class with Michael Lucki, my fellow class mates, I feel we are missing out on some great tools and practices when it comes to appraising and prices our pre-owned inventory.
Potential Obstacles	We have a real “Hate to change attitude” and may cause us to be a little gun shy or nervous during appraisals at first, asking ourselves are we too high or too low. Also thinking EVERY unit can be a home run!
Potential Solutions	Showing our UCM/SM true ROI on each unit, team effort, complete buy-in from everyone on the team, faster turn, more units available/possible for more trade-ins
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Financial impact with a 40-46% increase would equate to \$13000+ more front end gross per month, and increasing better as time with our new process goes on.

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Access to ROI calculator for all APPRAISERS	Favorites on desktop computers	Shawn Heminger	Use of the tool when calculating gross profit	7/1/23 to retirement/ spot check a few deals a month/ random check ins
Measure inventory levels	Days supply=current stock units/ last months	Brant Schroyer	Continue to strive for NADA goal of 45 days	7/1/23 to retirement check these numbers monthly

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Front line distressed inventory	CASH SPIFFS/MEETING WALK AND TALKS	NEW/ PREOWNED DEPT SHAWN/SCOTT	MOVE OUT the old and get ready for the fresh units	7/1/23 mid month and start of every month
Check inventory analysis report	NADA excel report	Brant Schroyer	Keep units fresh and well above the water line.	7/1/23 monthly reporting
Overage unit check in	Selling cost calculator	Scott Himler/ Brant Schroyer	Help understand the TRUE cost of an aged out unit and the importance of moving these unites out.	7/1/23 monthly reporting

As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

Once you’ve accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

When we start the implementation process its important to get everyone involved excited and PART of the plan or process we are changing. Starting this off in 15 min idea session on ways to help move out old age units/ help buy or trade more units/ protentional setbacks with these changes. This will keep everyone on the same team and focus on making a winning process and keeping it.

Describe any planning or implementation meetings conducted as part of development of your plan.

The “PLAN” is to start with the management team and explain where we see opportunities. Give some real time examples of ROI’s on units they thought where BIG winners. Give real calculations on days supply vs units in stock, and the true cost to carry these units longer even when they are not floored. And finally a side by side comparison of financials including REAL effects to



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individuals paychecks and all of the opportunities that come with that.

Sponsor Signature: _____