



HOMEWORK ACTION PLAN

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

Name Matthew D'Ambra Class # 419

Dealership Patriot Subaru Date 9/6/2023

Current Situation or Challenge to be Addressed:	Used car acquisition		
Current Performance Level (include specific measure):	97% of our used car acquisition come from trades, we have a 15X turn rate and a 236% GROI, we need to acquire more vehicles to retail		
Goal (what do you want to achieve?)	Acquire 40 vehicles through street buys, auctions, Enterprise or any other outlet in additions to trades helping us grow from averaging 57 used cars a month to 75 per month.		
Goal Performance Level (include specific measure)	We average 82 trade-ins per month, we are going to acquire 40 vehicles through other sources		
Goal Start Date:	9/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	10/1/2023	Performance Objective:	10
Second Check-in Date:	11/1/2023	Performance Objective:	20
Third Check-in Date:	12/1/2023	Performance Objective:	30
Fourth Check-in Date:	12/31/2023	Performance Objective:	40
How does your goal align with the dealers' vision?	Our vision is to get to 40% absorption or higher in the used car department, we need more used vehicles to obtain the goal.		
What are the potential benefits of achieving your goal?	Having more vehicles to retail, more work in service and part sales, higher monthly gross, higher dealer net profit, happy sales people with higher commissions		
What are the potential consequences if you don't achieve your goal?	No growth, not getting 40% used car absorption		
Why is the goal important to you?	The new car department is uncertain, we need a successful, stable used car department that we can keep growing.		
Potential Obstacles	Paying too much for cars, not following through with processes		



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Potential Solutions	Buy top 10 selling vehicles in our market with lowest market day supply, have check in meetings with responsible employees to make sure processes are being followed
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The total impact achieving the goal is an additional \$923,871 a year in gross

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
Make our dealership a KBB buying center	Additional ad budget	General manager	Buy 1-5 vehicles per month	Start 9-1-23 check 1st and 15th of month End: on going
Work the Enterprise "for sale list"	Enterprise relationship	General sales mgr	Buy 1-5 vehicles per month	Start 9-1-23 check 1st and 15th of month End: on going
Use Caroffer buying matrix	Caroffer rep	General sales mgr	Buy 5-10 cars month	Start 9-1-23 check 1st and 15th of month End: on going
Get cars through service within 3 days	Velocity recon and Communication	GSM, service mgr, parts, reconditioning dept	To get cars retail ready in 3 days	Start 9-1-23 check 1st and 15th of month End: on going
Have look to book meetings daily	Vincue appraisal	Sales people, morning sales manager, Vincue rep	Pick up 5-10 trades per month	Start 9-1-2023, check daily, end on going
Work the service drive	Vincue, Subaru Trade Advantage	Trade up manager	10-15 buys per month	Start 9-1-23, check monthly, end ongoing
Buy at auctions	Run lists, appraisal tool, carfax	General Sales Mgr / Owner	5-10 purchases per month	Start 10-1-23 Check every 15 days, end ongoing



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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.

I will hold the managers and employess involved accountable for sticking to our new processes. We will have monthly meetings with all personel and train if needed, If the personel is not qualifed I will replace them.

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

We set up meetings with KBB, Enterprise and Caroffer to begin working on buying matrixes and best practices, we will have monthly meetings with vendors to review results and make tweeks. At the beginning of Sept I had a meeting with our Trade Advantage manager to set goals and explain expectations with him. We had a managers meeting expaining the vision of what we want to accomplish, we reviewed our goals.

Sponsor Signature: