

What specific actions will you take to achieve your goal? Who can help you?

First, I will start by getting our used inventory Frontline ready (serviced and detailed) within 5 days from landing here. I will get with our Used Car Manager as well as our BDC Manager. We will need to adjust our pricing to align with nearby competitors especially on our aged low hit low lead cars. See how we can better advertise our aged used inventory. Also ask the Sales people what cars are they walking past or afraid to sell and why?

Potential Challenges?

Creating the Conversation with our Used Car Manager to swallow our pride and start cutting some losses on aged inventory and creating the process of utilizing Vauto more moving forward. Also getting Sales People motivated to move the aged inventory.

Potential Solutions?

We will shorten our day supply to create more turns of inventory. Lower Frozen Capital. Create better opportunities on fresh trades to Make More Profit!