Dominion
DEALER SOLUTIONS™

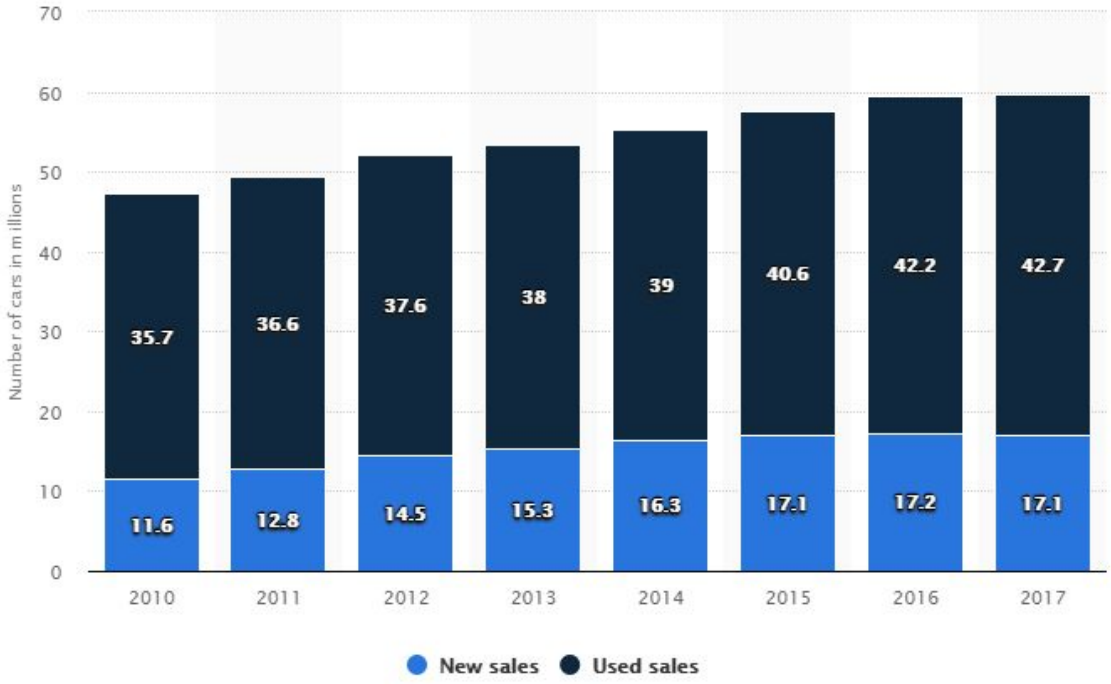
Six steps to making your inventory stand out in 40 hours or less

AARON MEYER

Regional Manager
Dominion Dealer Specialties
aaron.meyer@drivedominion.com

Number of new and used vehicle sales in the U.S.

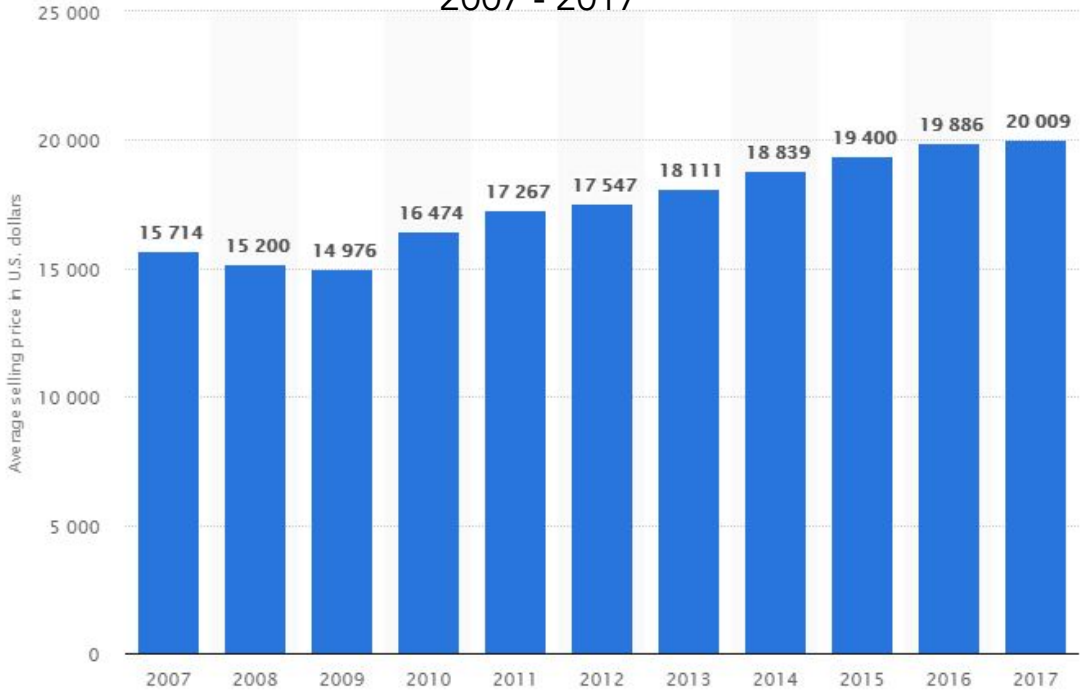
2010 - 2017



Source: Statistica

Used vehicle average selling price in the U.S.

2007 - 2017



Source: Statistica

Lower-priced vehicles are selling quickly.

Days to turn

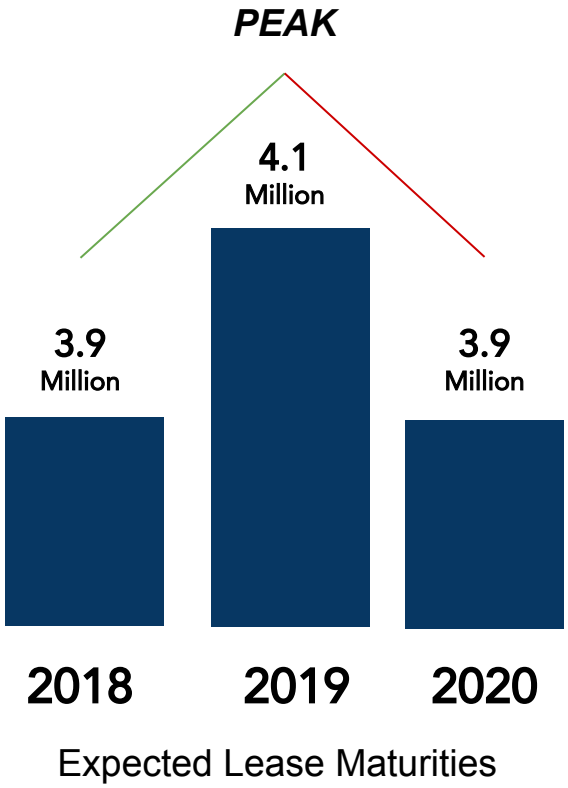
Price Range	Q3 2013	Q3 2018	Q3 2018 vs. Q3 2013
$5K or Less	27.2	24.5	-9.8%
$5K to $10K	29.8	28.6	-4.0%
$10K to $15K	37.3	36.1	-3.2%
$15K to $20K	44.2	40.8	-7.8%
$20K to $25K	44.8	42.4	-5.5%
$25K to $30K	45.4	43.6	-3.9%
$30K to $35K	46.7	45.4	-2.8%
$35K to $40K	49.3	49.6	0.6%
$40K to $45K	45.1	47.8	5.9%
$45K to $50K	46.5	47.2	1.6%
Industry Avg.	39.4	39.3	-0.1%

Source: Edmunds

"Our 7 year rolling average for used cars is a little over **4%** net to the owner."

-Ed Allegretti
Owner
Alfred Auto Center

Dominion
DEALER SOLUTIONS™



Source: https://www.autoremarketing.com/trends/smoke-lease-peak-now-likely-happen-2019

1 Finding cars that will increase profitability.

Step 1:
Finding cars

Dominion
DEALER SOLUTIONS™

Inventory | Dominion Motors

Kevin Hebert

- Home
- Inventory
- Appraisals
- Sourcing
- Merchandising
- Reports
- System Preferences
- Help

HIDE

NEW: 2001 Honda Civic EX

$1,025

VIN: 1LNHM81W8YY836530

150,000 miles | USED | Poor

GRADE	APPRAISER	SALESPERSON	DATE APPRAISED
D	Bob Appraiser	Mike Salesperson	09/16/16

Vehicle | Customer | Photos | Notes | History | Appraisal | Actions

Appraisal Builder

Appraisal Value
$1,025

Reconditioning
($500)

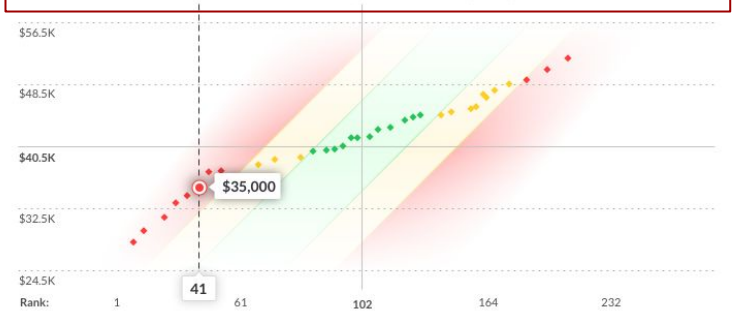
Profit Objective
$1,500

STICKER PRICE
$3,025

Appraiser
Bob Appraiser

Salesperson
Mike Salesperson

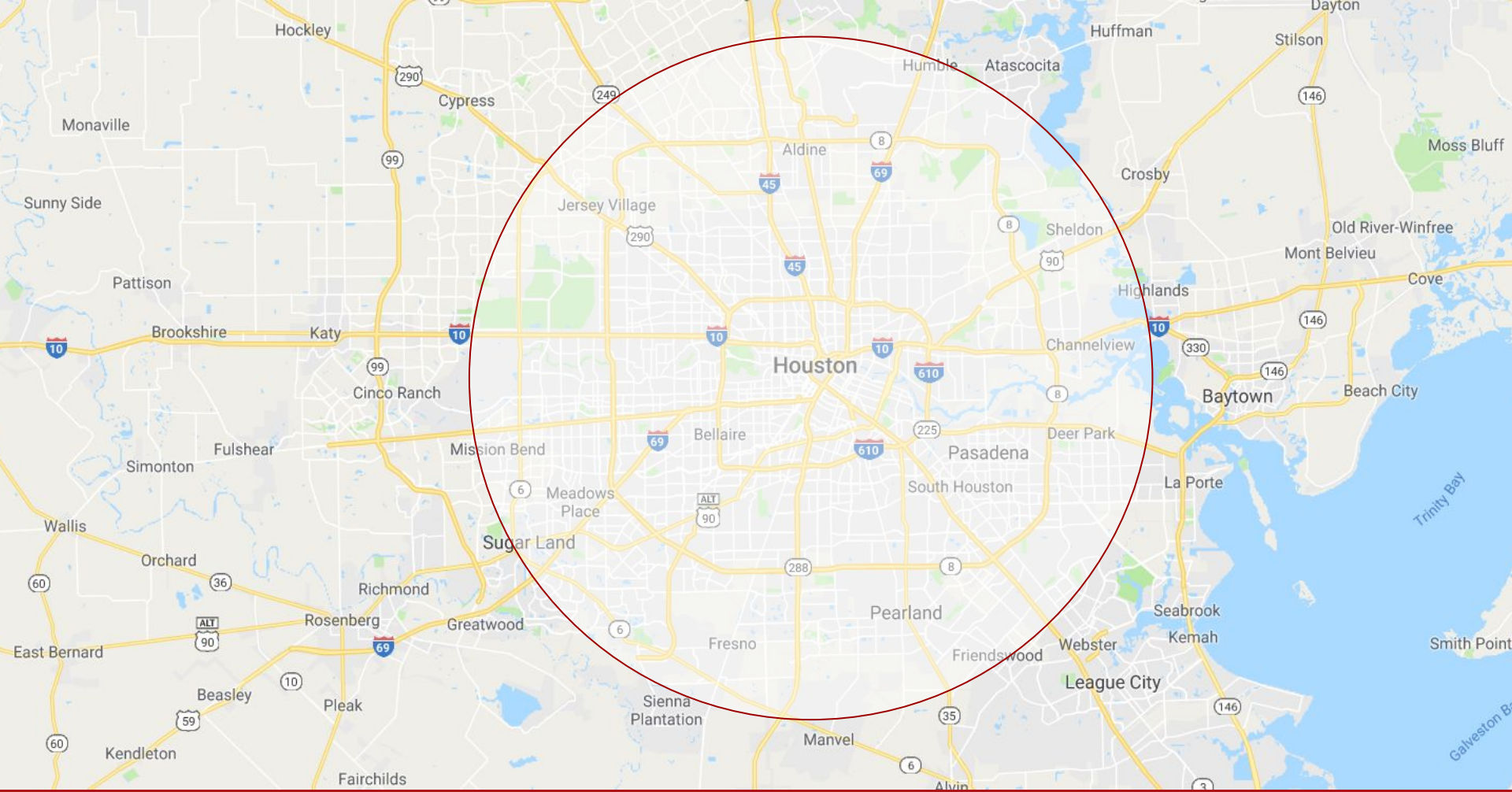
Market Radius: **50 mi** | **Price & Rank:** 40 Vehicle(s) / Avg Price: $2,985 / Avg Mileage: 85,000 / Days Supply: 69



Book Values

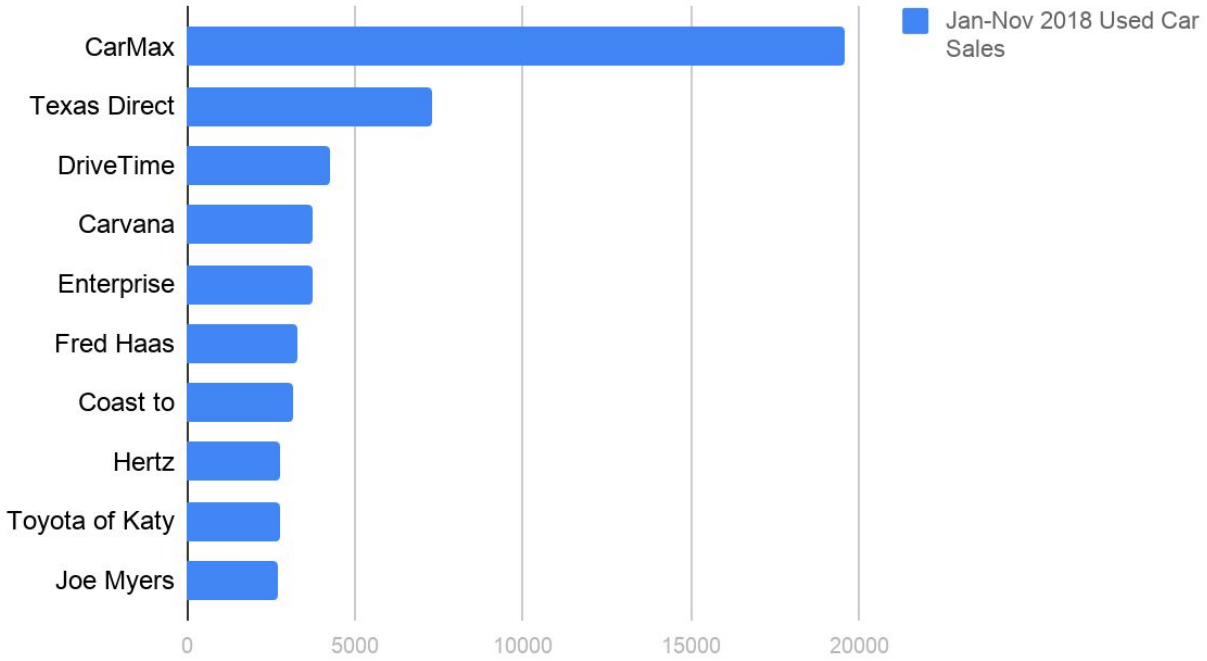
Extra Clean | Clean | Average | Rough

BlackBook	Edmunds	Galves	KBB	MMR	NADA
$1,158	Add Mapping	$3,250	$3,000	$1,500	$1,250
(Trade-In)	(Trade-In)	(MarketReady)	(PrivateParty)	(Wholesale)	(Loan)



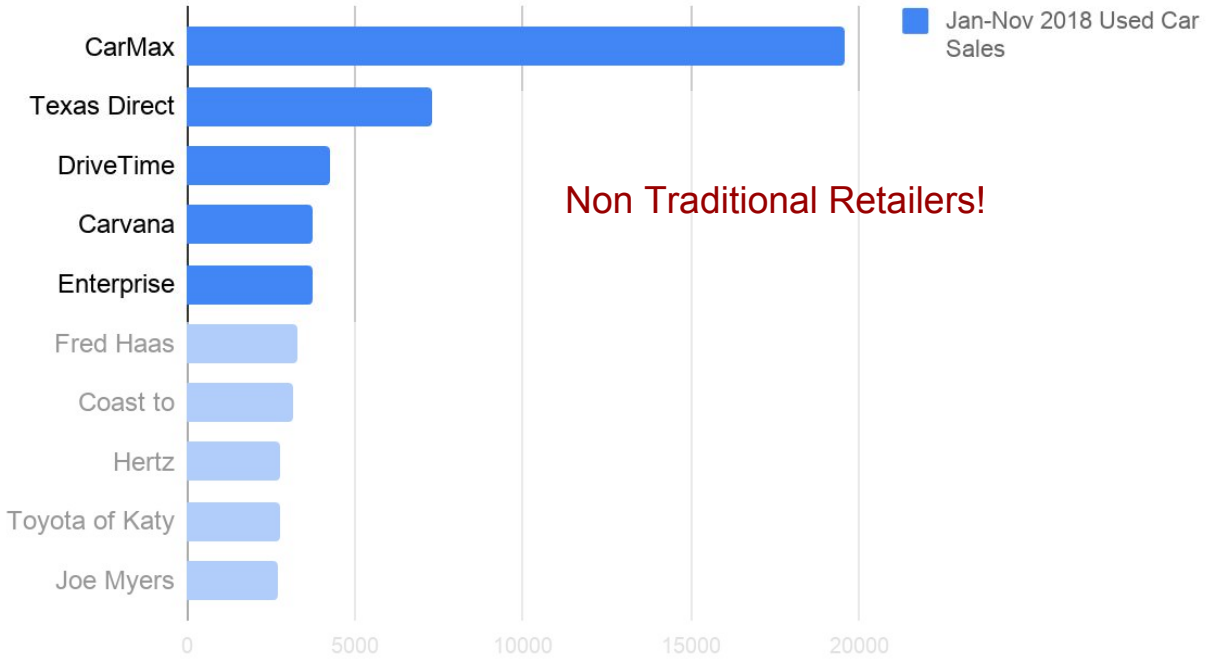
Dominion
DEALER SOLUTIONS™

Top Used Car Retailers - Houston



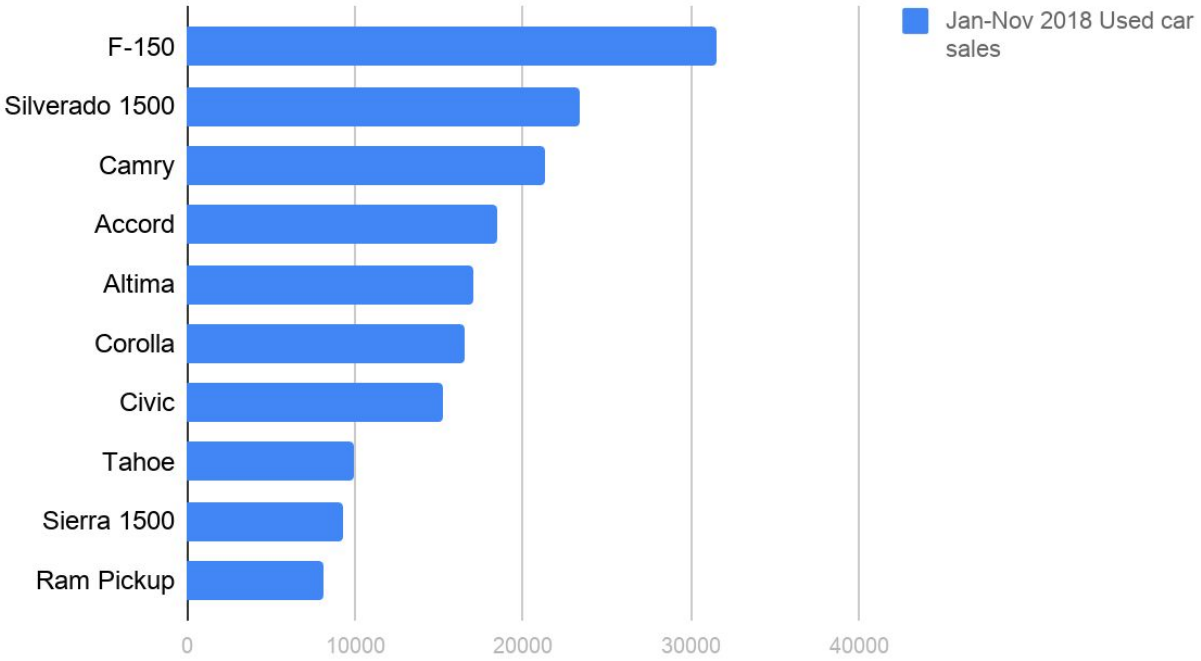
Source: Cross-Sell snapshot report 77002, 50 mile radius, used vehicles

Top Used Car Retailers - Houston



Source: Cross-Sell snapshot report 77002, 50 mile radius, used vehicles

Top Selling Used Models - Houston



Source: Cross-Sell snapshot report 77002, 50 mile radius, used vehicles

2 The pre-listing photoshoot.

Step 1:
Finding the cars

Step 2:
Pre-list photoshoot

Dominion
DEALER SOLUTIONS™

What are consumers looking for?

Google

Capitol City Honda
A Dramatically Different Dealership

Search terms report						
December 1, 2018 - December 15, 2018						
Search term	Match type	Added/Excludec	Campaign	Impr.	Interactions	Interaction rate
toyota highlander hybrid 3rd row hybrid suv	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
2019 honda accord 2.0 t sport	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2019 toyota camry red interior	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
new fwd honda hrv 2019 in stock washington state	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2018 honda crv touring in sumner area	Phrase match (close variant)	None	Capitol City Honda - Search	1	1	100.00%
honda accord with leather seats and sunroof	Broad match	None	Capitol City Honda - Search	1	1	100.00%
1994 toyota corolla dx	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
msrp on 2019 honda talon r	Phrase match (close variant)	None	Capitol City Honda - Search	1	1	100.00%
nice used honda civic 1997	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
used honda accord 1995 for sale in oly	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
used honda accord 6 cylinder	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
how much are remote controls to a camry	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2019 honda ridgeline black edition	Broad match	None	Capitol City Honda - Search	1	0	0.00%

What are consumers looking for?

Google

Capitol City Honda
A Dramatically Different Dealership

Search terms report						
December 1, 2018 - December 15, 2018						
Search term	Match type	Added/Excludec	Campaign	Impr.	Interactions	Interaction rate
toyota highlander hybrid 3rd row hybrid suv	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
2019 honda accord 2.0 t sport	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2019 toyota camry red interior	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
new fwd honda hrv 2019 in stock washington state	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2018 honda crv touring in sumner area	Phrase match (close variant)	None	Capitol City Honda - Search	1	1	100.00%
honda accord with leather seats and sunroof	Broad match	None	Capitol City Honda - Search	1	1	100.00%
1994 toyota corolla dx	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
msrp on 2019 honda talon r	Phrase match (close variant)	None	Capitol City Honda - Search	1	1	100.00%
nice used honda civic 1997	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
used honda accord 1995 for sale in oly	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
used honda accord 6 cylinder	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
how much are remote controls to a camry	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2019 honda ridgeline black edition	Broad match	None	Capitol City Honda - Search	1	0	0.00%

What are consumers looking for?

Google

Capitol City Honda
A Dramatically Different Dealership

Search terms report						
December 1, 2018 - December 15, 2018						
Search term	Match type	Added/Excludec	Campaign	Impr.	Interactions	Interaction rate
toyota highlander hybrid 3rd row hybrid suv	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
2019 honda accord 2.0 t sport	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2019 toyota camry red interior	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
new fwd honda hrv 2019 in stock washington state	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2018 honda crv touring in sumner area	Phrase match (close variant)	None	Capitol City Honda - Search	1	1	100.00%
honda accord with leather seats and sunroof	Broad match	None	Capitol City Honda - Search	1	1	100.00%
1994 toyota corolla dx	Phrase match	None	Capitol City Honda - Search	1	1	100.00%
msrp on 2019 honda talon r	Phrase match (close variant)	None	Capitol City Honda - Search	1	1	100.00%
nice used honda civic 1997	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
used honda accord 1995 for sale in oly	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
used honda accord 6 cylinder	Phrase match	None	Capitol City Honda - Search -	1	1	100.00%
how much are remote controls to a camry	Broad match	None	Capitol City Honda - Search	1	1	100.00%
2019 honda ridgeline black edition	Broad match	None	Capitol City Honda - Search	1	0	0.00%

2017 Acura TLX w/Tech

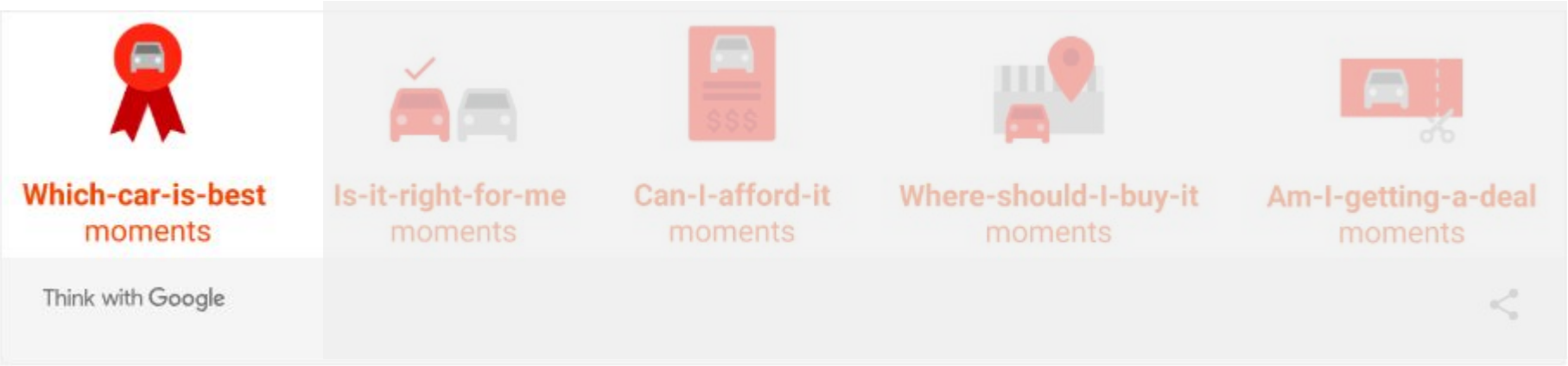
« Previous Next »

Internet Price: $27,455

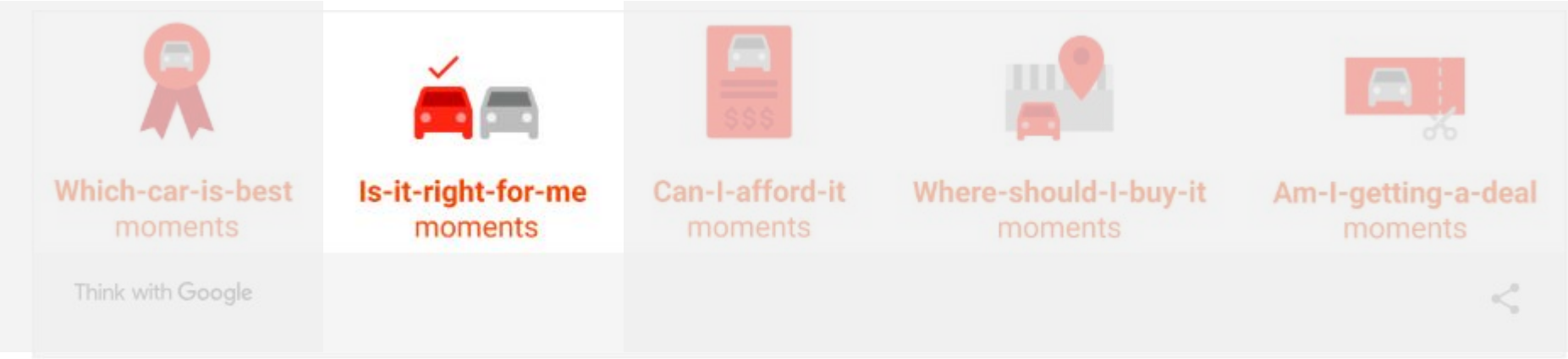
- **Body style:** 4 Dr Sedan
- **Mileage:** 26,247
- **Engine:** 4 Cylinder 2.400L
- **Trans:** Automatic
- **Exterior Color:** White
- **Interior Color:** Black
- **Stock:** 290025B1
- **VIN:** 19UUB1F57HA004705

- Get PreApproved

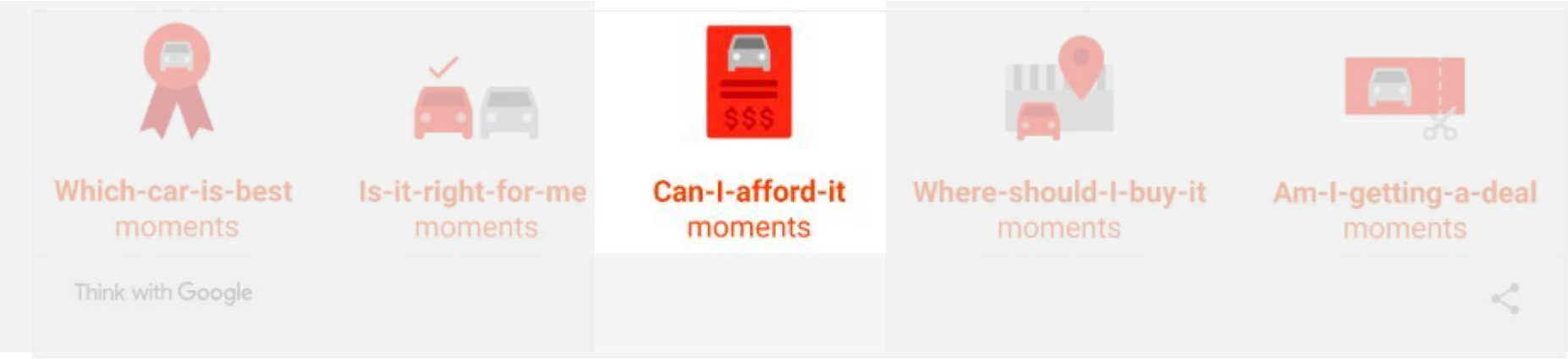
Telling the story



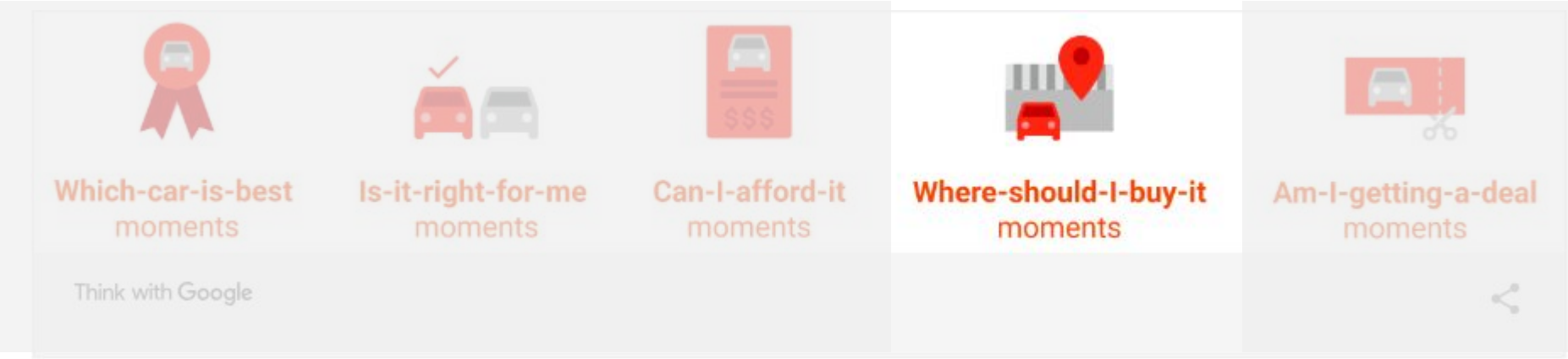
Telling the story



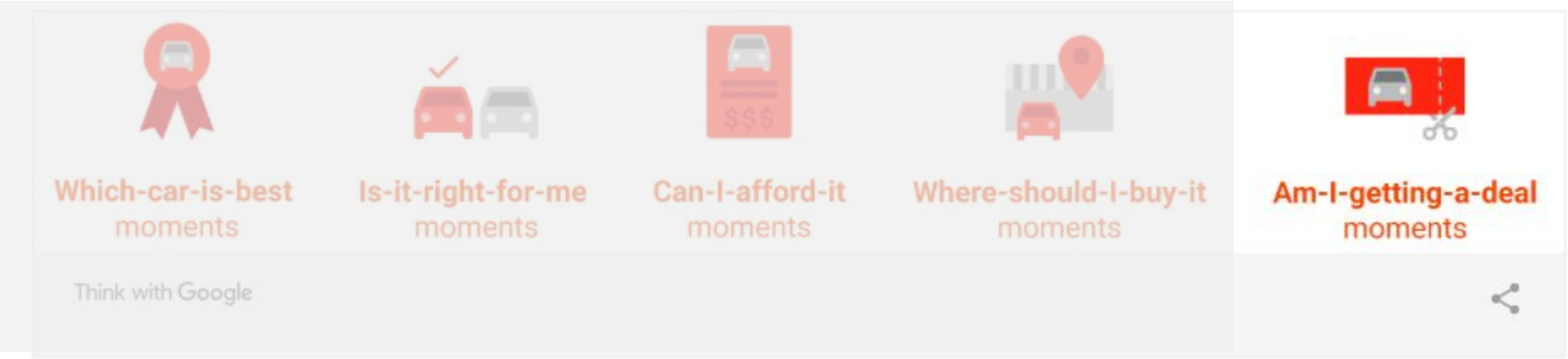
Telling the story



Telling the story



Telling the story



Option Based Description

PREVIEW

LT trim, RED HOT exterior and MEDIUM ASH GRAY interior. FUEL EFFICIENT 29 MPG Hwy/19 MPG City! Chevrolet Certified, ONLY 11,517 Miles! Moonroof, Turbo Charged Engine, Onboard Communications System, Satellite Radio, Back-Up Camera, AUDIO SYSTEM, CHEVROLET MYLINK RADIO. SUNROOF, POWER, ENGINE, 3.6L V6, DI, VVT, RS PACKAGE, TRANSMISSION, 8-SPEED AUTOMATIC. CLICK NOW!

Narrative Based Description

This Basque Red Pearl II 2015 Honda Accord Hybrid Touring might be just the sedan for you. Own a great vehicle that was only owned by one driver. This vehicle's sleek basque red pearl ii exterior pairs nicely with its tan interior. Hate asking for directions? No need to ask anymore: Let this easy-to-use navigation system guide you. Pick up the pace with the rear spoiler. Interested? Call today to take this vehicle for a spin!

9

New 2017 Chevrolet Camaro LT Convertible

$42,817

MSRP $45,550

$1000 Cash Back

Red

This 2017 Chevrolet Camaro 2LT, comes with push button start, backup camera, Bluetooth, a navigation system, braking assist, dual climate co...

18 1

New 2017 Chevrolet Camaro LT Convertible

$42,081

MSRP $43,095

$1000 Cash Back

White

Your satisfaction is our business! This vehicle won't be on the lot long! It delivers plenty of power and excellent gas mileage! A turbochar...

3 Reconditioning

Step 1:
Finding the cars

Step 2:
Pre-list photoshoot

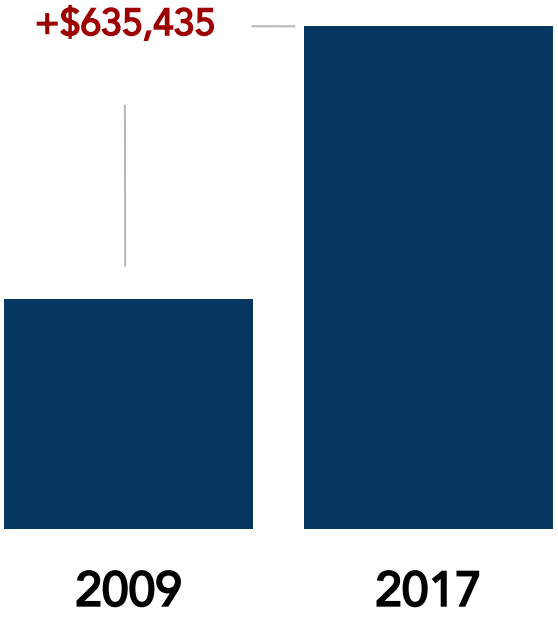
Step 3:
Reconditioning

Dominion
DEALER SOLUTIONS™

POLL

How long does your reconditioning process take?

Estimated annual cost to recondition a vehicle



Source: National Automobile Dealers Association

“No one is watching the clock. Where gross is made is in speed."

-Joe Lescota, Automotive Trainer

Where are your bottlenecks?

Recon List

Pending	Vehicle is logged into inventory	_____ Hours
Bullpen	Vehicle is staged for reconditioning	_____ Hours
Service	Vehicle is in mechanical repair stage	_____ Hours
Body	Any necessary body work is being done	_____ Hours
Sublet	Any service dealership must sublet out	_____ Hours
Detail	Clean up and prep	_____ Hours
Photos	Vehicle is ready for photos	_____ Hours
Ready	Vehicle is ready for sale	_____ Hours

Plugging the leaks

According to Cross-Sell, dealers sell 84 vehicles/month avg.

Carrying Costs:
NADA: $40 per day
NCM: $32 per day

Example: If recon takes 15 days vs. 10 days (5 more days)

$36 X 84 X 5 = **$15,120/month profit leak!**

Source: Cross-Sell, NADA, NCM

4 Positioning against non-traditional retailers.

Step 1:
Finding the cars

Step 2:
Pre-list photoshoot

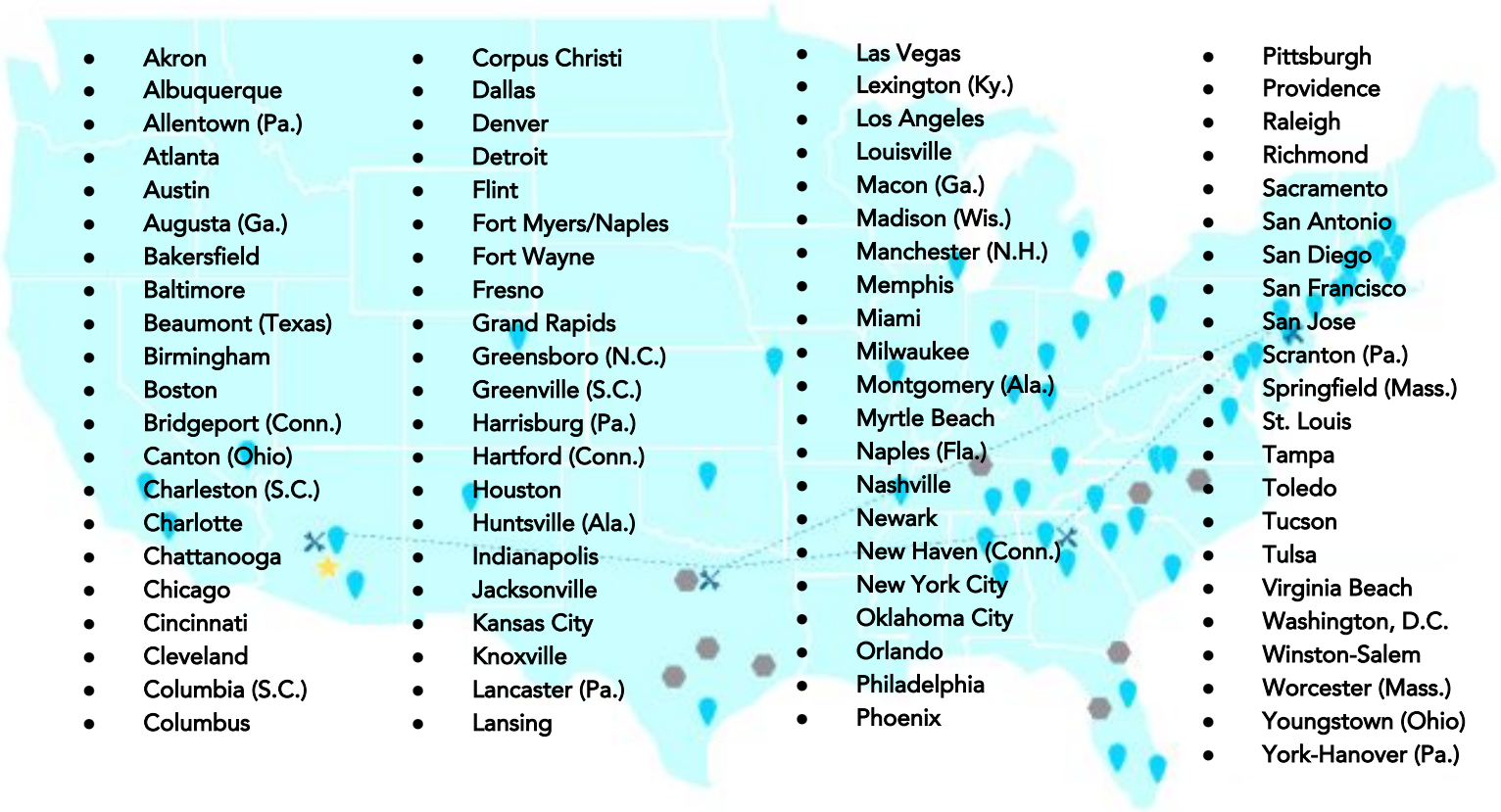
Step 3:
Reconditioning

Step 4:
Non-traditional Retailing

Dominion
DEALER SOLUTIONS™

CARVANA

CARVANA



- Akron
- Albuquerque
- Allentown (Pa.)
- Atlanta
- Austin
- Augusta (Ga.)
- Bakersfield
- Baltimore
- Beaumont (Texas)
- Birmingham
- Boston
- Bridgeport (Conn.)
- Canton (Ohio)
- Charleston (S.C.)
- Charlotte
- Chattanooga
- Chicago
- Cincinnati
- Cleveland
- Columbia (S.C.)
- Columbus
- Corpus Christi
- Dallas
- Denver
- Detroit
- Flint
- Fort Myers/Naples
- Fort Wayne
- Fresno
- Grand Rapids
- Greensboro (N.C.)
- Greenville (S.C.)
- Harrisburg (Pa.)
- Hartford (Conn.)
- Houston
- Huntsville (Ala.)
- Indianapolis
- Jacksonville
- Kansas City
- Knoxville
- Lancaster (Pa.)
- Lansing
- Las Vegas
- Lexington (Ky.)
- Los Angeles
- Louisville
- Macon (Ga.)
- Madison (Wis.)
- Manchester (N.H.)
- Memphis
- Miami
- Milwaukee
- Montgomery (Ala.)
- Myrtle Beach
- Naples (Fla.)
- Nashville
- Newark
- New Haven (Conn.)
- New York City
- Oklahoma City
- Orlando
- Philadelphia
- Phoenix
- Pittsburgh
- Providence
- Raleigh
- Richmond
- Sacramento
- San Antonio
- San Diego
- San Francisco
- San Jose
- Scranton (Pa.)
- Springfield (Mass.)
- St. Louis
- Tampa
- Toledo
- Tucson
- Tulsa
- Virginia Beach
- Washington, D.C.
- Winston-Salem
- Worcester (Mass.)
- Youngstown (Ohio)
- York-Hanover (Pa.)

2016 **Honda Pilot** STELLAR SAFETY RATINGS FIVE-STAR SIDE CRASH RATING

EX-L Sport Utility 4D

25,148 miles

CARVANA

Carvana Price

$29,600

Get Started

Add to Favorites

Order within 7hrs and get your car as soon as Monday

OPEN THE DOORS

FLY INTO THE INTERIOR

NO STOCK PHOTOS HERE

TAKE THE TOUR TO SEE EVERYTHING YOU NEED TO KNOW.

CLICK & DRAG

TO EXPLORE 360 DEGREES

PHOTOS DETAILS & SPECS BUILD MY DEAL

Dominion DEALER SOLUTIONS™

C.A.R.SCORE

True Vehicle Condition Reporting

2015 Honda Pilot EX-L 3FADP4EJ1CM157677

★★★☆☆ EXTERIOR 2.5 ★ INTERIOR 4.5 ★

Email C.A.R.Score Report

1	Headlights	No Damage
2	Grill	No Damage
3	Front Bumper	Dent
4	Hood	Scratch
5	Paint	Repainted
6	Fender	Excellent
7	Windshield	Glass Cracked
8	Mirrors	No Damage
9	Handle(s)	No Damage
10	Door(s)	Dent
11	Roof	Ding
12	Window(s)	Cracked
13	Quarter Panel	Dent
14	Front Tire	Monitor Tread Depth
15	Rear Tire	Monitor Tread Depth

VIEW EXTERIOR

DRIVER PASSENGER

VIEW INTERIOR

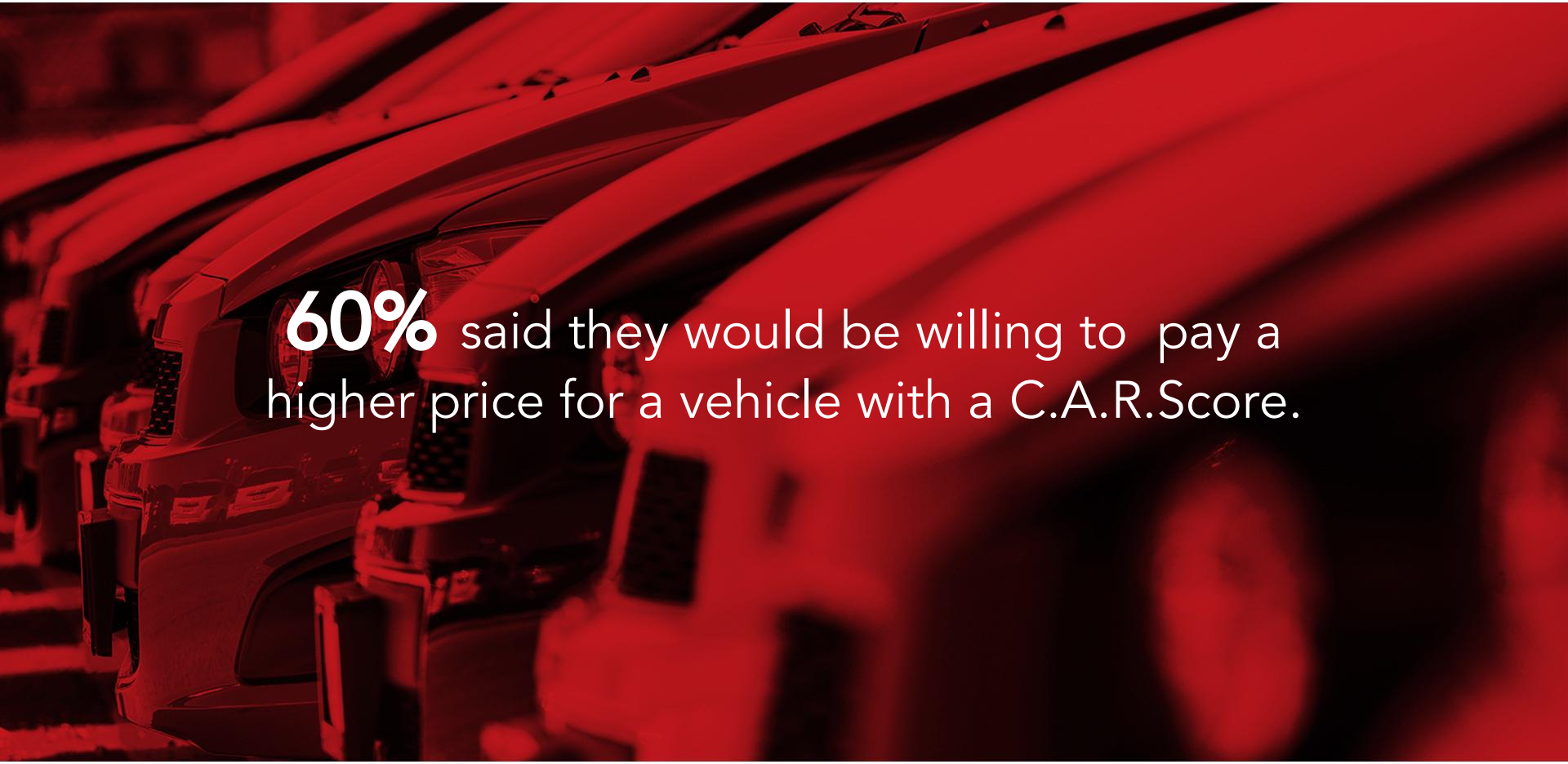
FRONT REAR TRUNK / 3RD ROW

About C.A.R.Score / Grading System / F.A.Q.

© 2018 Dominion Dealer Specialties

69% said they would drive 30+ miles to a dealership who provided C.A.R.Score reports.

Dominion
DEALER SOLUTIONS™



Dominion DEALER SOLUTIONS™

5 The full photoshoot.

Step 1:
Finding the cars

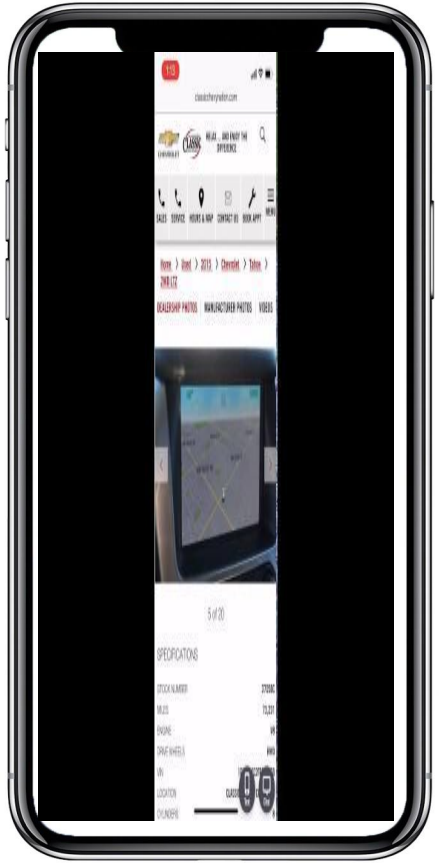
Step 2:
Pre-list photoshoot

Step 3:
Reconditioning

Step 4:
Non-traditional Retailing

Step 5:
Full photoshoot

Dominion
DEALER SOLUTIONS™


SALES
SERVICE
HOURS & MAP
CONTACT US
BOOK APPT
MENU
DEALERSHIP PHOTOS
MANUFACTURER PHOTOS
VIDEOS
5 of 20
SPECIFICATIONS

6 Listing your vehicle.

Step 1:
Finding the cars

Step 2:
Pre-list photoshoot

Step 3:
Reconditioning

Step 4:
Non-traditional Retailing

Step 5:
Full photoshoot

Step 6:
Listing your vehicle.

Dominion
DEALER SOLUTIONS™

AutoWeb
BuySellAutoMart
CapitalOne
Carmigo
CarsForSale

Get Auto

web2carz

CarSoup
CarSwipe
Craigslist
Edmunds
EveryCarListed

Experian
GrooveCar
LotLinx
Oodle Marketplace
PureCars

NADA GUIDES

Toyota Certified
AutoShopper.com
Manheim
Target Media Partners Automotive Network

Autotrader

Vast.

iSeeCars

overstock

GMAC Smart Auctions
DealerSocket
DealerRater
eLead CRM
Dominion Vue DMS™

icc

amazon

CARFAX
VEHICLE HISTORY REPORTS

Dominion Vision CRM™
UnityWorks
FlickFusion
AutoFusion

Car Gurus

cars.com

TRUECar
Changing How Cars are Sold

MightPages Online Marketplace
Adesa
AutoSales.com
VehicleExpress.com

fair

CarsDirect
CUDL
(Credit Union Direct Lending)
Automotive.com

As of the third quarter of 2018, Facebook had **2.27 billion** monthly active users.

Source: Statistica

Dominion DEALER SOLUTIONS™

In 2017, there were **2X as many** test drives being conducted on YouTube then there were on your actual dealership lot.

Source: Think with Google

Dominion DEALER SOLUTIONS™

6 steps to making your inventory stand out in 40 hours or less

Step 1:
Finding the cars

Step 2:
Pre-list photoshoot

Step 3:
Reconditioning

Step 4:
Non-traditional Retailing

Step 5:
Full photoshoot

Step 6:
Listing your vehicle.

Dominion DEALER SOLUTIONS™

QUESTIONS?

©2018 DEALER SPECIALTIES™ | CONFIDENTIAL

Dominion
DEALER SOLUTIONS™

Dominion
DEALER SOLUTIONS™

THANK YOU

AARON MEYER

Regional Manager

Dominion Dealer Specialties

aaron.meyer@drivedominion.com

www.drivedominion.com | facebook | twitter | instagram | linkedin