Master your financial statement to discover **key areas of opportunity** in the dealership. Come prepared to analyze and discuss your own dealership’s performance.

**Note:** All NADA Academy courses are created with the understanding that participants have a strong knowledge of the dealership financial statement, so it is recommended that participants start with this class.

**INSTRUCTOR-LED LEARNING OBJECTIVES**

- Locate key data on the financial statement and be familiar with its navigation in order to view the statement through the eyes of a dealer and confidently discuss the document.

- Illustrate the flow of accounting to determine where the numbers originate and how the financial statement is populated.

- Calculate a quick dealership analysis to determine the health of the dealership.

- Analyze a dealership cash flow scenario to distinguish the difference between cash and profit.

- Explain the importance of managing the four cash accounts in order to identify key financial statement components through the eyes of the dealer.

- Review the principles of LIFO to recognize the pros and cons of the tax-deferral method through the eyes of the dealer.

- Identify areas of accounting accuracy discrepancies and explain why dealers may account for things differently.


- Calculate parts and accessories markup, gross profit and profitability, and evaluate the results against the profile.

- Calculate fixed absorption to determine if the service department is contributing proportionally to the dealership.

- Explain work-in-process inventory, how it’s calculated and how to reconcile it on a monthly basis.