



20 GROUP

# LEARN FROM LEGENDS

Learn from the best—your peers—supported by world-class consultants and NADA, the only advocacy and education organization providing resources dedicated to driving your dealership's success.

# 20 GROUP

nada.org/20group

## LEARNING FROM LEGENDS

NADA 20 Group offers unrivaled expertise and resources. With an average of 25 years of automotive retail experience, NADA consultants have the resources of the association at their fingertips to help guide their groups on industry hot topics and issues.

### FORMAT

Three meetings per year; structure and schedule is decided on by group.

### PROGRAM HIGHLIGHTS

- Access to the industry-leading, OEM-specific online composite.
- Expense and performance guidelines by franchise.
- Ongoing support from your 20 Group peers and consultant between meetings.
- Financial comparisons of your dealership against average and best-of-class dealers.
- Access to a collection of 20 Group ideas and best practices.
- Professional analysis of your financial operations.
- Real-time comparisons of your performance against competitors in your market through the exclusive NADA 20 Group Live tool.
- NADA Analytics platform promotes standards for easier comparisons, enables extensibility to market trends, and respects transparency and control.

“The ability to bounce ideas, concerns or situations with a group of similar minded people, creates an opportunity to grow the business, benefit my employees and service our customers in ways that exceed expectations.”

**Delbert Bunker III, President/Dealer Operator**  
Bocker Auto Group



### GROUP TYPES AND PROGRAM FEES

- Collision Center
- Composite Only
- Controller/Office Manager
- Dealer Group
- Digital Marketing
- Fixed Operations
- Franchise-specific
- Human Capital
- Multi-Franchise/Location
- Variable Operations
- Commercial Trucks

### PROGRAM FEES

**Traditional: \$395/month**

**Composite Only: \$205/month**



# BRING THE BEST OF NADA 20 GROUP INTO YOUR STORE

In-dealership Consulting (IDC) brings the best practices of hundreds of dealerships directly to you—with a process that is designed to achieve affordable long-term results. The approach is simple: We analyze your dealership's operations and work with your management team to find out what's working, what's not and what opportunities are being missed.



## ▶ **ESTABLISH GOALS AND OBJECTIVES**

Consultant conducts an initial assessment with the dealer or GM to understand key issues impacting the dealership and the objectives of the IDC. Whether it's one department or a dealership group, we help you manage better.



## ▶ **PRE-VISIT ANALYSIS**

Consultant compares your performance against comparable dealers using the industry-leading 20 Group composite and NADA performance guides.



## ▶ **ON-SITE ASSESSMENT WITH MANAGEMENT TEAM**

Consultant conducts an on-site business review with your management team to assess performance. Operational gaps and hidden profit opportunities are uncovered by comparing your departments with NADA best-in-class processes and results.



## ▶ **DEVELOP ACTION PLAN AND IMPLEMENT BEST PRACTICES**

Consultant offers a menu of proven best practices implemented at other dealerships for your management team to incorporate into its action plan.



## ▶ **DEALER/GM REVIEW AND FOLLOW-UP**

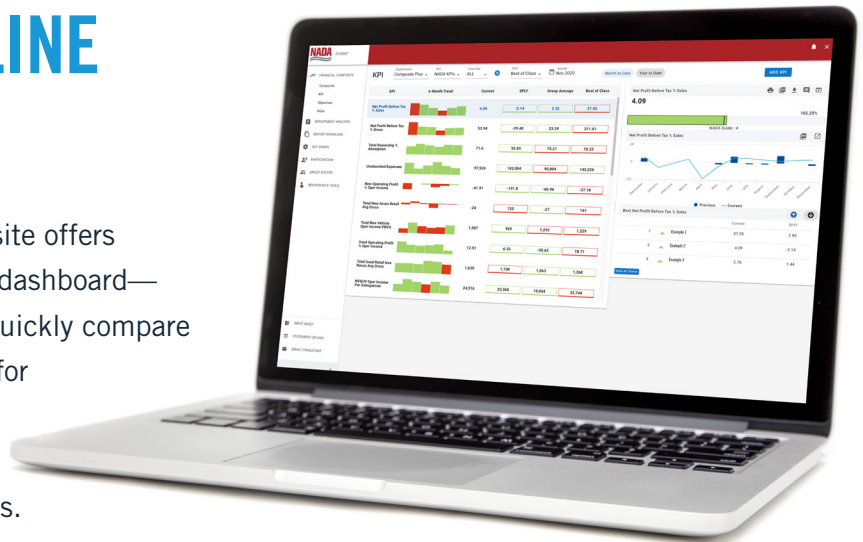
Consultant meets with the dealer or GM to review business opportunities and action plans your management team has decided to implement. Your consultant is always available for follow-up contact and visits as required.

Whether your operations need a tweak or a turnaround, there's no better ROI than NADA 20 Group In-dealership Consulting.



# INDUSTRY-LEADING, OEM-SPECIFIC ONLINE COMPOSITE

NADA 20 Group's online financial composite offers members valuable analytical insight. The dashboard—with at-a-glance stats—is a great tool to quickly compare performance, track trends and drill down for specifics. 20 Group members regularly use this best-in-class tool to share best practices and ideas that drive success.



New internet metrics and live data give NADA 20 Group members the tools they need to make real-time strategy adjustments.



## VIEW

View individual and group stats and detailed performance data 24/7.



## MEASURE

Measure your dealership's profitability against the group average and best-in-class dealers.



## ANALYZE

Analyze profitability, expense absorption and employee productivity across each dealership department.



## SET

Set objectives in the new Objective Tracker to help you stay on top of and achieve your goals.



## TRACK

Track department trends and drill down into the specifics in the vitals section.



## MONITOR

Monitor the impact your digital marketing efforts are having on performance in the various profit centers in your dealership.

**NEW!**



NATIONAL  
AUTOMOBILE  
DEALERS  
ASSOCIATION

**NADA 20 Group**  
nada.org/20group | 800.557.6232