

# Unleash the Benefits of an Effective CTP



**Angela Margolit**

*President* | Bluebird Auto Rental Systems | Dover, NJ  
(973) 989-2423 | [angela@barsnet.com](mailto:angela@barsnet.com)

**@BluebirdARSam**  
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# Why a CTP?

- Car repair is painful enough!
- What if it lasts for several hours or days?



# More Reasons to Have a CTP

- Guarantee the use of your brand
- Used Car Inventory
- CSI
- Control





2016  
COURTESY  
TRANSPORTATION  
PROGRAM

GUIDE

October 2016 version

# Why Not?

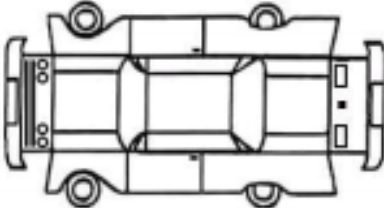
- Expenses
- Staff
- Hours



***Settle in for a  
Crash Course on  
CTP Best Practices!***

# Customer-Facing Procedures

- Centralize
- Check-in & Check-out Processes
- Loss Prevention

DAMAGE DESCRIPTION	
Initials _____	Condition Out: _____ _____ _____
	Condition In: _____ _____ _____



# Customer-Facing Procedures

- Check-in Timing
- Check-in Inspection
- Proper vehicle > proper situation



# Reservations

- Take reservations
  - Website
  - Service scheduling software
- Assign vehicles ahead of time
  - By vehicle size/model
  - By features/options
  - Not necessary for large fleets



# Why Take Reservations?

- Achieve consistently higher fleet utilization
- Upgrade opportunity (for future sales)
- Increased CSI (assure availability)



# More Procedures

- Create qualification process
  - Additional drivers
- Overdue vehicles
  - Customer contact
- Turnover of vehicles
  - Car wash
  - Prepare the night before



# Third Parties

## The **Danger** of Referring Customers to Third Parties:

- Not your brand
- Alternative services
- Loss of relationship



# Ways NOT to Lose Money

Evaluate your out-of-pocket dealer costs to see if they can be passed on to the customer:

- Fuel
- Government Fees
- Damage
- Cleaning



# More Ways NOT to Lose Money

- Optional Equipment
  - Baby/Child Seats
  - Video Player
- Parking Tickets
- Toll Violations



# Fleet Utilization

Determine the best purchase and allocation of fleet vehicles for the CTP:

- Historical demand
- Current trends
- Vehicle sales
- Recalls





# Ways to Improve Fleet Utilization

- Monitor Supply vs. Demand
- Are service department appointments being turned down because there aren't enough loaner vehicles?
- Can more vehicles be added quickly and easily?



# KPIs

- Utilization: 75%+
- Length of Rental
- No-Shows
- Daily Dollar Average
- Profit/Loss per Vehicle
- Revenue per Transaction



# Fleet Management Techniques

- Enroll and follow OEM Guidelines
- Minimums and Maximums
  - Mileage
  - Time
- Quantity of Vehicles  
vis-à-vis Quantity of Repair Orders



# Grounding

- Warning vs. Hard Hold
- Set parameters based on time and/or mileage



# Think of CTVs as Test Drives

- Courtesy Transportation Vehicles should have popular features such as:
  - Sun Roofs
  - Upgraded Sound Systems
- Showcase the latest models
- Millennials love trying out new wheels!



# Employee Use

- Not allowed!
- Non-Revenue Move Tickets
  - Refueling
  - Pickup/Delivery



# Fleet Admin Procedures

- License Registration Renewals
- Tickets and Tolls
  - Date/Time/License Inquiry
  - Highway Toll Administration (HTA)
  - EZ Pass
  - Parking Tickets



# Fleet Maintenance

- Exterior and Interior
  - Car Wash
  - Handy Vacs
- Provide 1/4 tank of gas
  - Customer should return vehicle at a similar level
  - Keep price of fuel updated





# Critical Fleet Management Techniques

- Track Maintenance and Repairs
- Recalls



# Safe Rental Car Act

- Effective June 1, 2016
- Named after Rachel and Jacqueline Houck
- Fleets of 35+ vehicles
- Illegal to rent, loan, or sell vehicles under open recall



# CTP Nuances

- OEM Daily Reimbursements differ by:
  - Warranty
  - Service
  - Recall

And the customer's  
vehicle type



# Variations

- \$25 to \$45 per day
- Customer pay situations
- Local business incentives



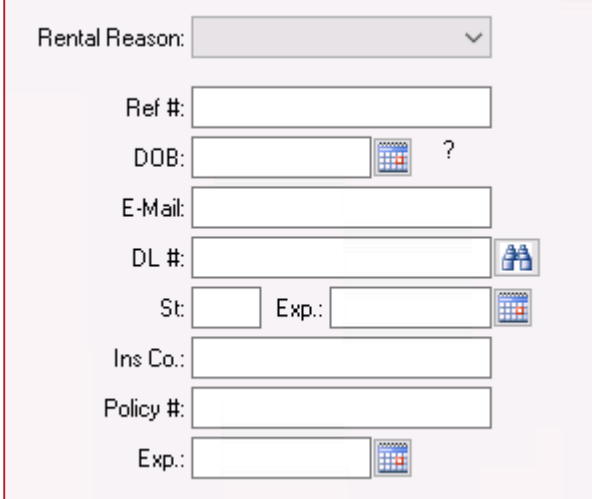
# Insurance

- Effective when vehicle is enrolled in CTP
- Underwritten by a third party (Z & S)
- Fills gap between garage policy and customer's insurance




# Details

- Dealer pays premium and related fees
- ALWAYS obtain customer's:
  - Insurance Company
  - Policy Number
  - Expiration Date





Rental Reason:

Ref #:

DOB:   ?


E-Mail:

DL #:  

St:  Exp.:  

Ins Co.:

Policy #:

Exp.:  

# Loaner Agreements

- OEMs will provide forms with verbiage
- Duplex printers (two-sided)
- State-specific terms and conditions
- Customer signs the one that you keep on file



# Loaner Agreement for Customer

- Keep in vehicle
- Submit to police
- Same process for rental cars

FACE PAGE RENTAL AGREEMENT									
<b>DEALER INFORMATION</b>					<b>CUSTOMER INFORMATION</b>				
Bluebird Auto Rental					Customer: Art Vandelay				
Address: 200 Mineral Springs Drive					Home Address: 135 West 35th St Apt. 5A				
City/State/Zip: Dover, NJ 07801					City/State/Zip: New York, NY 10101				
Phone: (973) 969-2423					Driver's License No.: 45839654645 State: NY Expires: 12/31/2025				
<b>CUSTOMER VEHICLE INFORMATION</b>					<b>CUSTOMER INSURANCE INFORMATION</b>				
License No.: BHO2956287016					Birth Date: 07/12/1980				
VIN: 2015 Chev Malibu					Additional Driver's Name: NONE				
Year/Make/Model/Color					Driver's License No.:				
2015 Chev Malibu					State: Expires:				
<b>RENTAL VEHICLE INFORMATION</b>					Additional Driver's Name:				
Start Date: 03/21/2017 Time Out: 16:28 A.M. P.M.					Driver's License No.:				
End Date: 03/21/2017 Time Out: 16:16 A.M. P.M.					State: Expires:				
New Date: 03/22/2017 Time Out: 16:16 A.M. P.M.					Additional Driver's Name:				
Vehicle ID: D53687239672BNT					Driver's License No.:				
Vehicle Description:					State: Expires:				
License No.: BMS023					State: NJ				
Mileage IN: 1,198					Mileage OUT: 1,198				
Miles Driven: 801					Miles Allowed: 397				
Miles Allowed: 397					Chargeable Miles: 0				
Chargeable Miles: 397					FUEL: OUT IN				
RATES DO NOT INCLUDE FUEL					RENTAL CHARGES				
MILES: 397 @ \$ 0.00					0.00				
DAYS: 0 @ \$ 48.00					0.00				
TOTAL TIME AND MILEAGE CHARGES					0.00				
TAXABLE FUEL 0.00 GAL @ \$					0.00				
TAXABLE SUB-TOTAL					0.00				
TAX @ 7.00 %					17.00				
NON-TAX FUEL 1.00 GAL @ \$ 17.00					17.00				
NET DUE CUSTOMER DEPOSIT / REFUND / OTHER					0.00				
SUB-TOTAL					0.00				
TOTAL CHARGE					17.00				
METHOD OF PAYMENT					REFUNDED				
(\$ CHECK) (1) AMEX (2) MC (3) VISA (4) OTHER					(\$ CHECK) (1) AMEX (2) MC (3) VISA (4) OTHER				
EXPRES					CUSTOMER INITIALS				
XXXXXXXXXXXX					X				
CARD VERIFIED					Customer ALL CHARGES SUBJECT TO FINAL AUDIT				
PCA-Rental-NY					850815				



# Retail Rentals to the General Public

- Leverage your:
  - Brand
  - Location
  - Customer Base
  - Infrastructure



Create a new Profit Center!

# Insurance

If your OEM provided insurance for CTP vehicles, check how or if retail rentals are covered.

If they aren't, you'll have to obtain your own, along with the rental contracts.



# Revenue Strategies

- Rate Yield Management (Supply & Demand) based on:
  - Seasonality
  - Events
  - Utilization
- Shop the competition



# Add-Ons

- Mileage
- Additional and Under Age Drivers
- CDW/PAC/PEC/SLI
- Optional Equipment
- Roadside Assistance
- Tolls



# Car Rental is HOT

- Millennials are foregoing owning a car
- The Uber & Lyft Effect
- Car-Sharing
- Car Clubs



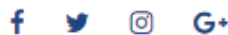
# Marketing

- Tap into Dealership Efforts:
  - Social Media
  - TV Advertising
  - PPC Campaigns
  - Referral Programs





4900 Capital Blvd., Raleigh, NC 27616



Select Language ▼

SALES: (855) 987-7602  
SERVICE: 877.660.1721  
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Ford F-250SD

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## New Vehicle Specials

Filters

8 Specials Found

### OFFERS

- ☐ New 2017 Ford Mustang
- ☐ New 2017 Ford Fusion
- ☐ New 2017 Ford Escape
- ☐ New 2017 Ford F-150
- ☐ New 2017 Ford Edge
- ☐ New 2017 Ford Focus
- ☐ New 2017 Ford Expedition
- ☐ New 2017 Ford Explorer

[Clear Filters](#)[Contact Us For Additional Specials](#)

### APR SPECIALS


#### New 2017 Ford Mustang






Capital Auto Rentals

https://capitalautorentals.com

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Make a Reservation at the Location Nearest You:

Best viewed in browsers Firefox & Chrome. If you can't view reservation form below  
[click here for Capital locations](#)  
and [click here for University locations](#).

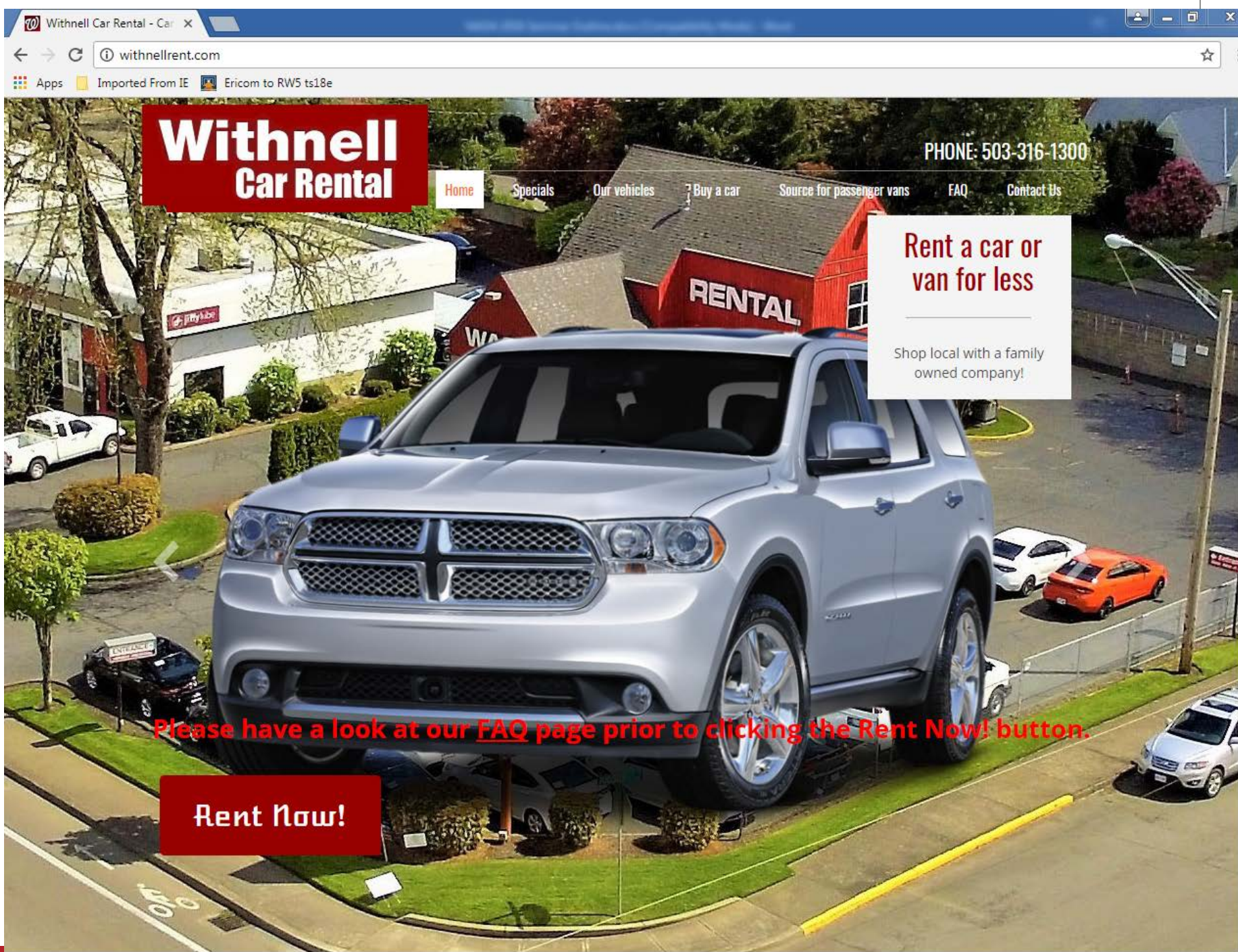
Submit



# Other Dealers Who Went Retail

- Bald Hill Dodge - Warwick, RI
- Charles Gabus Ford - Des Moines, IA
- Danvers Ford - Danvers, MA
- Matthews Paoli Ford - Paoli, PA
- Molle Chevrolet - Blue Springs, MO
- Royal Oak Ford - Royal Oak, MI

*Some even created their own website!*



# Withnell Car Rental

PHONE: 503-316-1300

Home

Specials

Our vehicles

Buy a car

Source for passenger vans

FAQ

Contact Us

Rent a car or  
van for less

Shop local with a family  
owned company!

Please have a look at our [FAQ](#) page prior to clicking the Rent Now! button.

Rent Now!

# Technology to the Rescue

- Point-of-Sale Systems
  - Forces capture of required data
  - Calculates charges correctly
  - Prints legible contracts



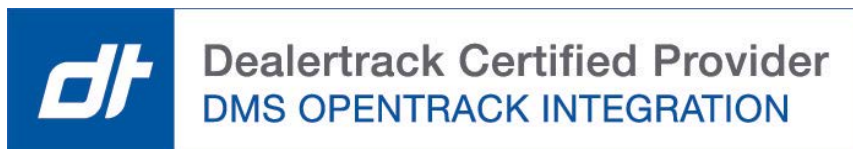


# Dealer Management Systems

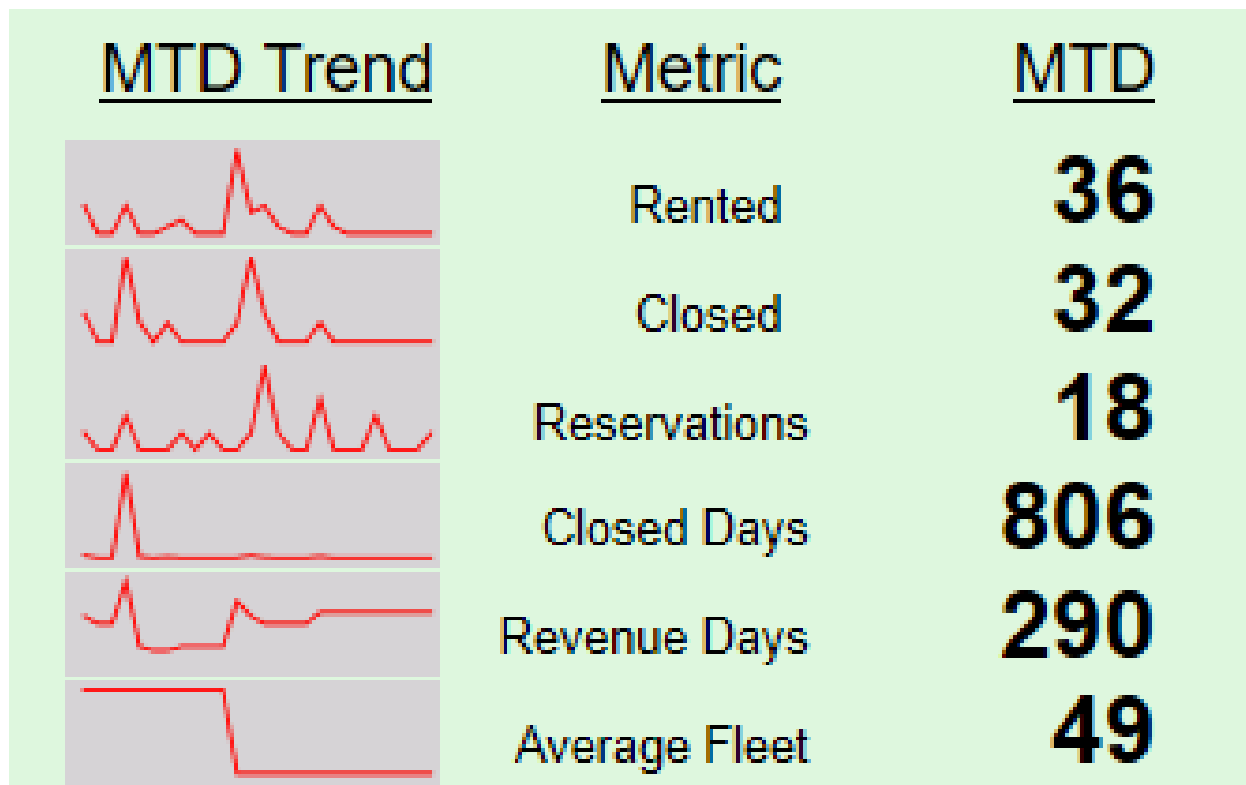
- Pull customer data instantly
- General Ledger entries
- Be sure to use certified interfaces



Approved Interface



# Dashboards



# Reservation Planner

Dashboard **Res Planner**

Search

Location: Corp  
Downtown  
Main  
Repairs

Class: Comp  
Mid  
Sport  
Lux

Start: Jul 2017  
End: Aug 2017

View by: Days  
Unit:

Search

Unit	July 2017																																			
	T 4	W 5	T 6	F 7	S 8	S 9	M 10	T 11	W 12	T 13	F 14	S 15	S 16	M 17	T 18	W 19	T 20	F 21	S 22																	
Unassigned	Melon, Ellen																		Farrell, Carol Res# 252																	
Mid (Main)																																				
1011																																				
1011B	Bear, Teddy Res# 253																																			
1020	RA#																																			
1023																																				
1024	RA# M204251 Due																																			
1027	Grounded																																			
1029	RA# M204259 Due 07/19/17 @ 12.51																																			
1040	RA#																																			
1041	RA																																			
1045	RA# M204264 Due 07/09/17 @																																			
1046	RA# M204265 Due 07/08/17																																			
1080	Grounded																																			
1119	O/S - Problem																																			
1120	RA																																			
136	For Sale																																			
1589	RA# M204240 Due 07/26/17 @ 13.56																																			

Unassigned Reservations

Date	Time	Name
07/05/17	9.00	Melon
07/11/17	8.00	Farrell

Conflicts

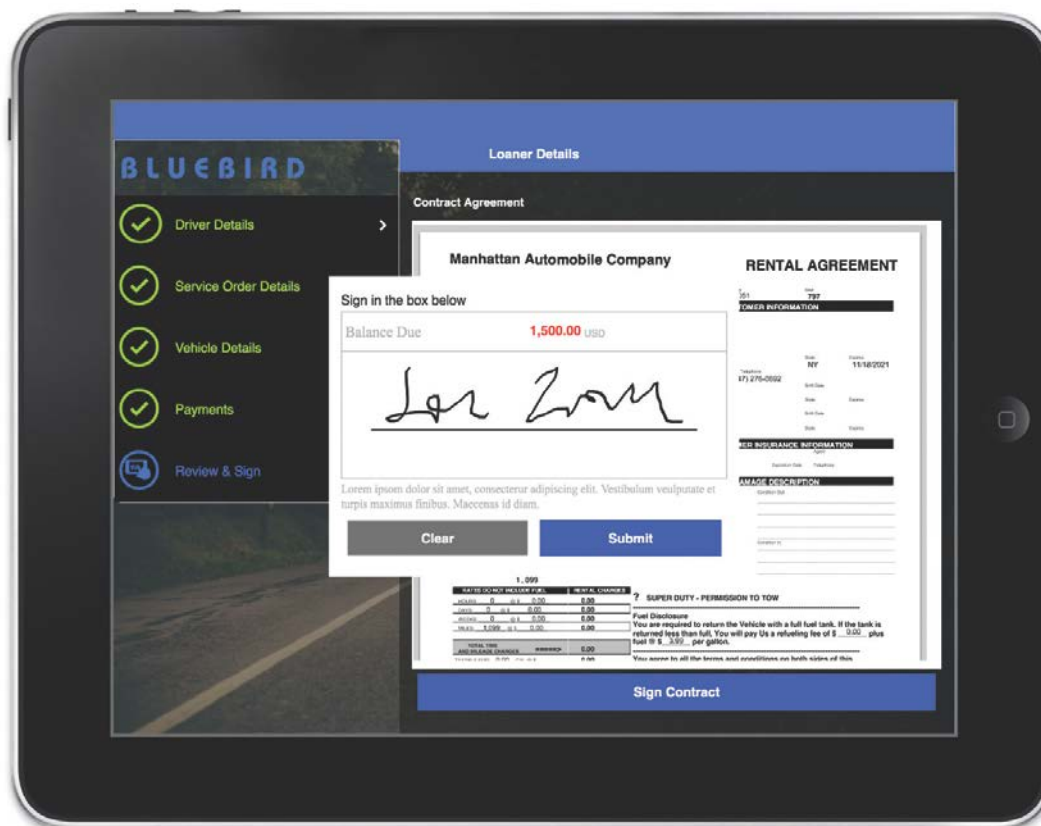
Unit	Date	Time
None		

# Vehicle Maintenance

- Create as many procedures as you want for:
  - Service
  - Turn-back/grounding
  - Recalls
- Alert based on date and/or odometer
- Fuel consumption



# Mobile Apps







# Credit Card Processing



# Website Integration

- Check real-time availability
- Check real-time rates (for retail rentals)
- Reservations appear in the database instantly


Res Status:	Open Reservation			▼
Date Out:	03/28/2018		8.00	
Date Due:	03/29/2018		8.00	
Fuel Type:	Gas			▼
Prepaid Fuel:	None			▼

Capital Ford of Raleigh
Capital Auto Rentals

Secure | https://capitalautorentals.com

Apps Imported From IE Ericom to RW5 ts18e


Home Make a Reservation Corporate Accounts Locations Vehicle Guide Buy a Car FAQs



### Make a Reservation at the Location Nearest You:

Best viewed in browsers Firefox & Chrome. If you can't view reservation form below  
[click here for Capital locations](#)  
[and click here for University locations.](#)

## Rental Information



#### Pickup Information

Vehicle Class: CONVERTIBLE
Location: Raleigh
Date & Time: December 28 8:00 AM

#### Customer Information

E-Mail:
Corp. ID#:
Currency:

#### Return Information

Location: Raleigh
Date & Time: December 29 8:00 AM

Drivers must be at least 21 years of age. Renters age 21-24 must have full coverage insurance that transfers to the rental vehicle and are also subject to a \$15/day underage driver fee. Please check with your local rental office for debit/credit card and insurance qualifications.

v4.0

# Questions



# Unleash the Benefits of an Effective CTP



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