NATIONAL AUTOMOBILE DEALERS ASSOCIATION

The Best Ideas from NADA 20 Groups In Times of Covid-19 Stress Part 6



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NADA

“This presentation is a compilation of ideas and best practices from our NADA 20 Group dealer members and is not intended as legal or business advice. Each dealer must seek their own legal counsel and make their own independent business decisions. Any reference to any entity, person, organization, activities, product or services, as well as any links to external websites, does not constitute or imply any endorsement, recommendation or approval by NADA. The presentation of this information is not intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.”

What is a 20 Group?

- A “peer group”
- 20-23 dealers who meet 3-4 times a year
  - Same brand
  - Same size
- Geographically and competitively separated



Why Belong to a 20 Group?

- Peer-to-peer review
- Financial review
  - Benchmarking
  - Guide
  - Potential vs. today
- 19 fellow dealers who want to help!





Business & Cash Flow

Business and Cash Flow

- Use a Cash Flow Daily Summary

DAILY CASH FLOW SUMMARY		TODAY'S DATE	(dd/mm/yy)
CASH BALANCE PER BANK			
DEPOSITS IN TRANSIT			
	Deposits not recorded at bank		$0.00
	CIT electronic funding		$0.00
OUTSTANDING CHECKS			$0.00
WORKING CASH BALANCE			#VALUE!
	FP PAYOFFS DUE		$0.00
PLANNING			
	FUTURE OBLIGATIONS		
	DUE THIS CALENDAR WEEK		$0.00
	DUE NEXT CALENDAR WEEK		$0.00
	DUE BEYOND 2 WEEKS		$0.00
	FUTURE RECEIPTS		
	CIT NOT FUNDED		$0.00
	DUE TO RECEIVE THIS CALENDAR WEEK		$0.00
	DUE TO RECEIVE NEXT CALENDAR WEEK		$0.00
	DUE TO RECEIVE BEYOND 2 WEEKS		$0.00
	PAST DUE RECEIVABLES		$0.00

Business and Cash Flow

- Sample

DAILY CASH FLOW SUMMARY	TODAY'S DATE	04/13/20	(dd/mm/yy)
CASH BALANCE PER BANK		$223,500.00	
DEPOSITS IN TRANSIT			
Deposits not recorded at bank		$30,604.46	
CIT electronic funding		$53,200.15	
OUTSTANDING CHECKS		$24,961.74	
WORKING CASH BALANCE		**$282,342.87**	
FP PAYOFFS DUE		$54,735.00	
PLANNING			
FUTURE OBLIGATIONS			
DUE THIS CALENDAR WEEK		$196,330.00	
DUE NEXT CALENDAR WEEK		$173,800.00	
DUE BEYOND 2 WEEKS		$81,722.00	
FUTURE RECEIPTS			
CIT NOT FUNDED		$45,300.00	
DUE TO RECEIVE THIS CALENDAR WEEK		$120,529.00	
DUE TO RECEIVE NEXT CALENDAR WEEK		$178,000.00	
DUE TO RECEIVE BEYOND 2 WEEKS		$0.00	
PAST DUE RECEIVABLES		$67,254.00	

Business and Cash Flow

- Time to evaluate all dealership expenses

Recession Prep	DLR:	
I want to reduce my total dealership expenses by		10%
Monthly Average Expense (PG 1, Col 4, Line A)		$ 521,600
Amount of expense reduction per month:		$ 52,160

	Expenses	Dollar Amount
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
	Total Reduction:	0

Business and Cash Flow

- Relevancy Matrix

Profitability

Low Effort with High Profitability(Low hanging Fruit)	Low Effort with Low Profitability
High Effort with High Profitability	High Effort with Low Profitability

Relevancy Matrix

Business and Cash Flow

- PPP Forgiveness Journal
  - Record everything you are doing
  - Record everything you are spending
  - Book format with $$$



Business and Cash Flow

- PPP Forgiveness Documentation
  - Keep records in a fire-proof safe



Business and Cash Flow

- PPP Forgiveness Documentation
  - Practice with the SBA worksheet

Paycheck Protection Program
Loan Forgiveness Application

OMB Control Number 3245-0407
Expiration Date: 10/31/2020

PPP Schedule A Worksheet

Table 1: List employees who:

- Were employed by the Borrower at any point during the Covered Period or the Alternative Payroll Covered Period whose principal place of residence is in the United States; and
- Received compensation from the Borrower at an annualized rate of less than or equal to $100,000 for all pay periods in 2019 or were not employed by the Borrower at any point in 2019.

Employee's Name	Employee Identifier	Cash Compensation	Average FTE	Salary / Hourly Wage Reduction
FTE Reduction Exceptions:				
Totals:		Box 1	Box 2	Box 3

Table 2: List employees who:

- Were employed by the Borrower at any point during the Covered Period or the Alternative Payroll Covered Period whose principal place of residence is in the United States; and
- Received compensation from the Borrower at an annualized rate of more than $100,000 for any pay period in 2019.

Employee's Name	Employee Identifier	Cash Compensation	Average FTE
Totals:		Box 4	Box 5

Attach additional tables if additional rows are needed.

FTE Reduction Safe Harbor:

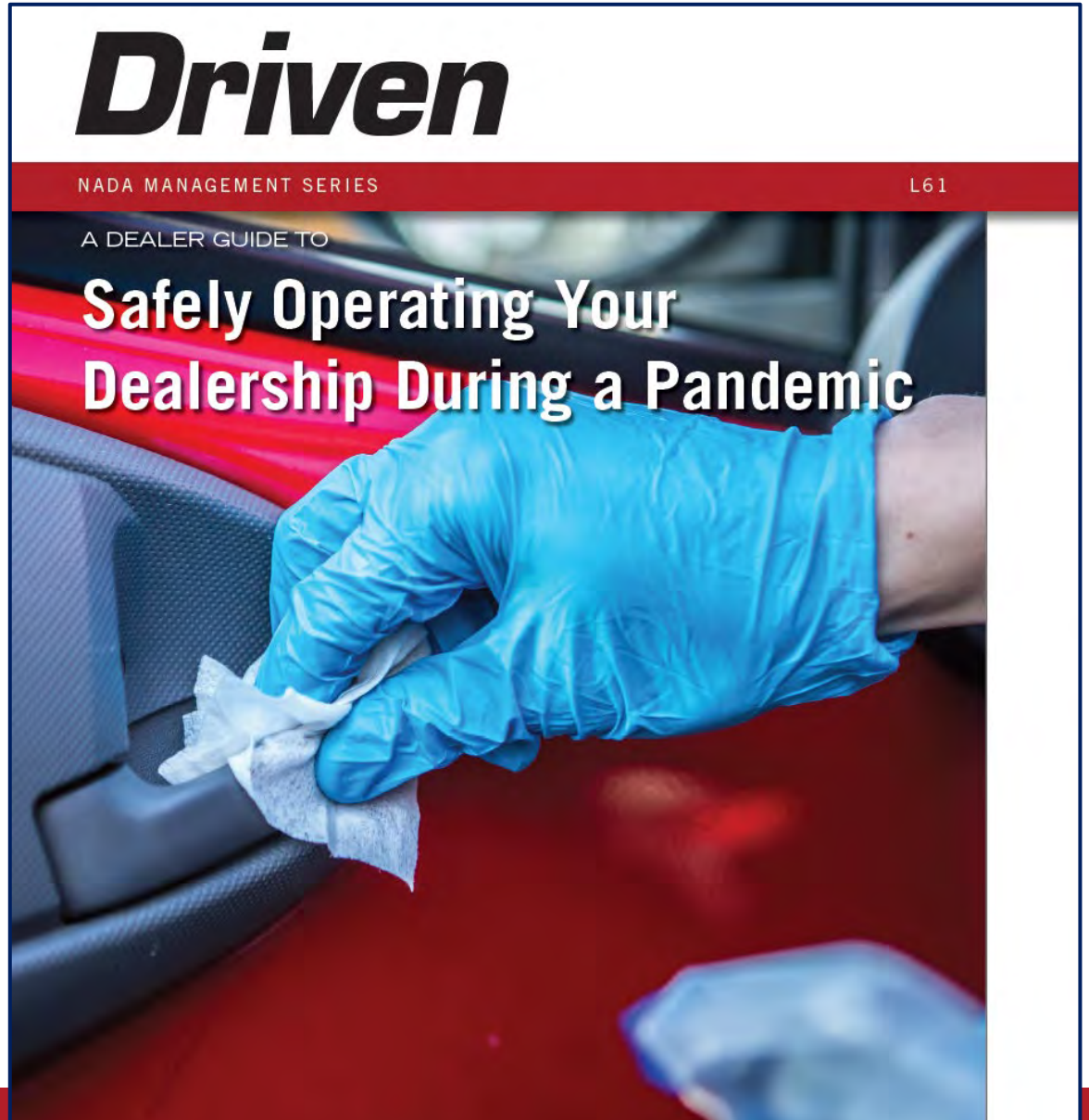
Step 1. Enter the borrower's total average FTE between February 15, 2020 and April 26, 2020. Follow the same method that was used to calculate Average FTE in the PPP Schedule A Worksheet Tables. Sum across all employees and enter: _____.



Protecting…..

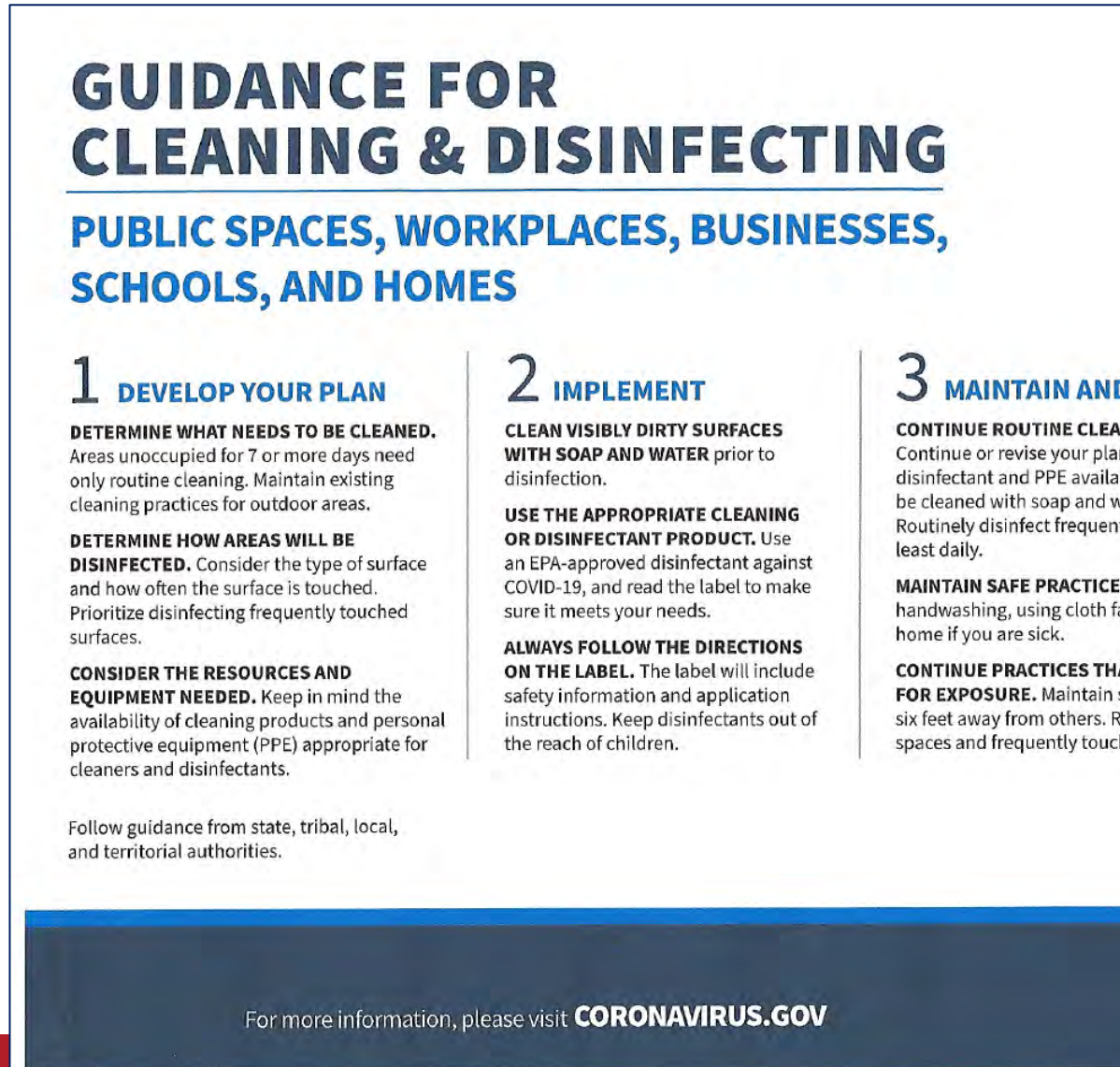
Protecting Your Employees

- What is your protection plan?
  - NADA Driven Guide
  - Pages 1-8
    - Read and sign
  - Adapt, amend, publish your preparedness plan



Protecting Your Employees

- What is your protection plan?
  - CDC Guide



GUIDANCE FOR CLEANING & DISINFECTING

PUBLIC SPACES, WORKPLACES, BUSINESSES, SCHOOLS, AND HOMES

1 DEVELOP YOUR PLAN

DETERMINE WHAT NEEDS TO BE CLEANED. Areas unoccupied for 7 or more days need only routine cleaning. Maintain existing cleaning practices for outdoor areas.

DETERMINE HOW AREAS WILL BE DISINFECTED. Consider the type of surface and how often the surface is touched. Prioritize disinfecting frequently touched surfaces.

CONSIDER THE RESOURCES AND EQUIPMENT NEEDED. Keep in mind the availability of cleaning products and personal protective equipment (PPE) appropriate for cleaners and disinfectants.

Follow guidance from state, tribal, local, and territorial authorities.

2 IMPLEMENT

CLEAN VISIBLY DIRTY SURFACES WITH SOAP AND WATER prior to disinfection.

USE THE APPROPRIATE CLEANING OR DISINFECTANT PRODUCT. Use an EPA-approved disinfectant against COVID-19, and read the label to make sure it meets your needs.

ALWAYS FOLLOW THE DIRECTIONS ON THE LABEL. The label will include safety information and application instructions. Keep disinfectants out of the reach of children.

3 MAINTAIN AN

CONTINUE ROUTINE CLEA
Continue or revise your pla
disinfectant and PPE availa
be cleaned with soap and w
Routinely disinfect frequen
least daily.

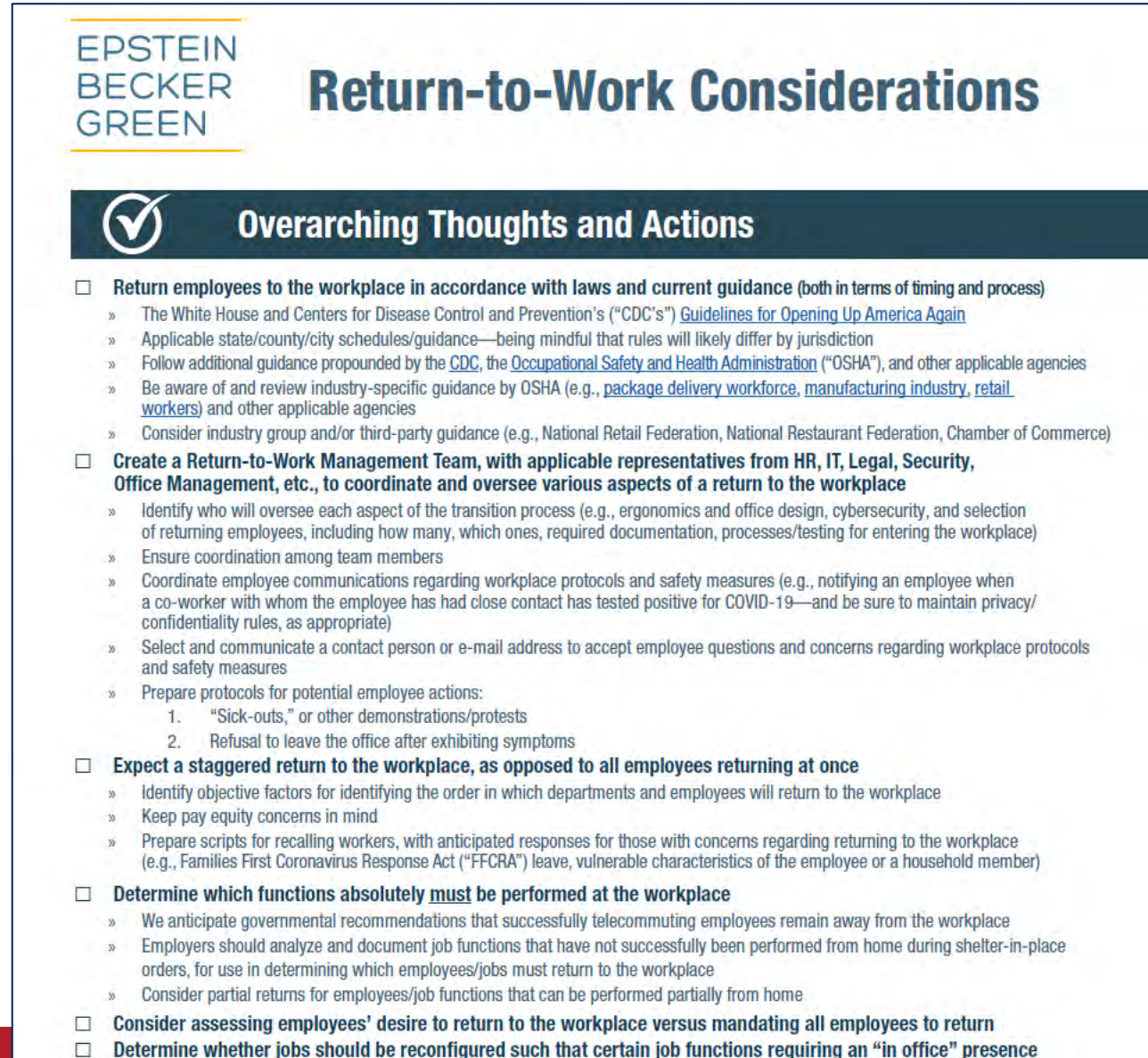
MAINTAIN SAFE PRACTICE
handwashing, using cloth f
home if you are sick.

CONTINUE PRACTICES TH
FOR EXPOSURE. Maintain
six feet away from others. R
spaces and frequently touc

For more information, please visit **CORONAVIRUS.GOV**

Protecting Your Employees

- What is your protection plan?
  - Return to considerations
  - Return to work check-sheet



EPSTEIN BECKER GREEN

Return-to-Work Considerations

Overarching Thoughts and Actions

☐ **Return employees to the workplace in accordance with laws and current guidance** (both in terms of timing and process)
- The White House and Centers for Disease Control and Prevention's ("CDC's") Guidelines for Opening Up America Again
- Applicable state/county/city schedules/guidance—being mindful that rules will likely differ by jurisdiction
- Follow additional guidance propounded by the CDC, the Occupational Safety and Health Administration ("OSHA"), and other applicable agencies
- Be aware of and review industry-specific guidance by OSHA (e.g., package delivery workforce, manufacturing industry, retail workers) and other applicable agencies
- Consider industry group and/or third-party guidance (e.g., National Retail Federation, National Restaurant Federation, Chamber of Commerce)

☐ **Create a Return-to-Work Management Team, with applicable representatives from HR, IT, Legal, Security, Office Management, etc., to coordinate and oversee various aspects of a return to the workplace**
- Identify who will oversee each aspect of the transition process (e.g., ergonomics and office design, cybersecurity, and selection of returning employees, including how many, which ones, required documentation, processes/testing for entering the workplace)
- Ensure coordination among team members
- Coordinate employee communications regarding workplace protocols and safety measures (e.g., notifying an employee when a co-worker with whom the employee has had close contact has tested positive for COVID-19—and be sure to maintain privacy/confidentiality rules, as appropriate)
- Select and communicate a contact person or e-mail address to accept employee questions and concerns regarding workplace protocols and safety measures
- Prepare protocols for potential employee actions:
  1. "Sick-outs," or other demonstrations/protests
  2. Refusal to leave the office after exhibiting symptoms

☐ **Expect a staggered return to the workplace, as opposed to all employees returning at once**
- Identify objective factors for identifying the order in which departments and employees will return to the workplace
- Keep pay equity concerns in mind
- Prepare scripts for recalling workers, with anticipated responses for those with concerns regarding returning to the workplace (e.g., Families First Coronavirus Response Act ("FFCRA") leave, vulnerable characteristics of the employee or a household member)

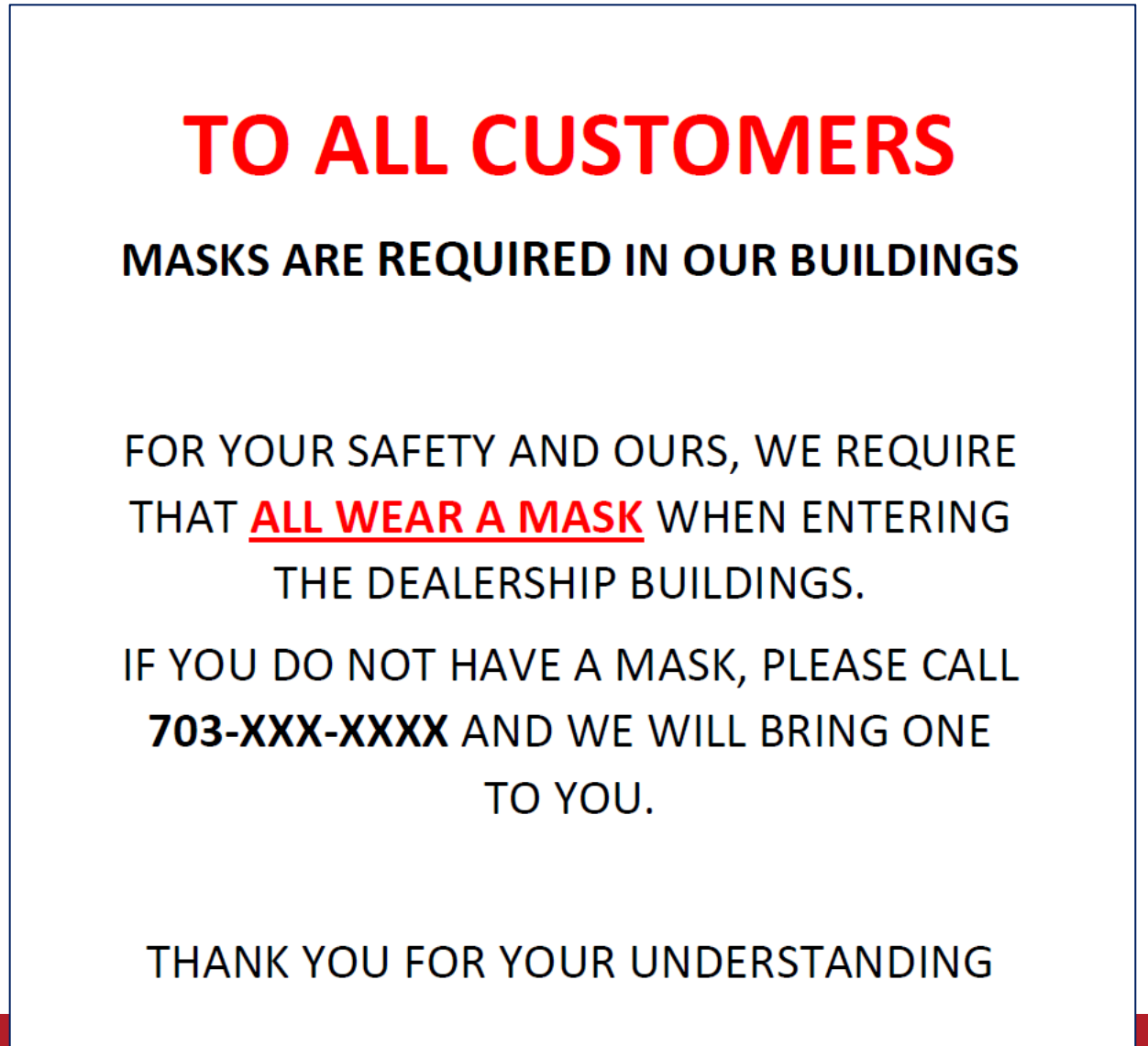
☐ **Determine which functions absolutely must be performed at the workplace**
- We anticipate governmental recommendations that successfully telecommuting employees remain away from the workplace
- Employers should analyze and document job functions that have not successfully been performed from home during shelter-in-place orders, for use in determining which employees/jobs must return to the workplace
- Consider partial returns for employees/job functions that can be performed partially from home

☐ **Consider assessing employees' desire to return to the workplace versus mandating all employees to return**

☐ **Determine whether jobs should be reconfigured such that certain job functions requiring an "in office" presence**

Protecting Your Employees

- Everyone wears a mask



Protecting The Dealership

- Work from Home Policy

Emergency Remote Work Policy

Because of the extraordinary situation in the workplace caused by the COVID-19 coronavirus, you will be working remotely for a temporary period of time. We understand that you may not be able to perform all of your job's essential functions during this temporary period, but believe it is for the best to implement this policy to address this emergency situation.

Purpose: We are implementing this policy and asking you to fulfill your job responsibilities from home while helping our organization maintain normal business operations during this period of time to the extent possible.

Duration: This policy allows you temporarily to perform remote work from home subject to our continuing review of its suitability based upon an assessment of our business needs. We are unsure of the duration of this remote work plan but will provide regular updates as events warrant.

Illness: In the event you are unable to continue to work due to illness, please inform your supervisor as soon as possible. Employee leave may be available to you as determined under the company's policies and in accordance with the law.

Working Hours and Expectations: While we understand that you may not be able to fully perform all the essential functions of your job, you and your supervisor will develop a regular schedule of your working hours to ensure availability and coverage, taking into account necessary variations. You must communicate with your supervisor about any personal obligations (childcare, medical appointments, etc.) so that you can develop a regular schedule where possible or adjust on an as-needed basis. If your work requires use of the company's network, you will stay logged into the network during those agreed-upon hours. You will need

Protecting Your Employees

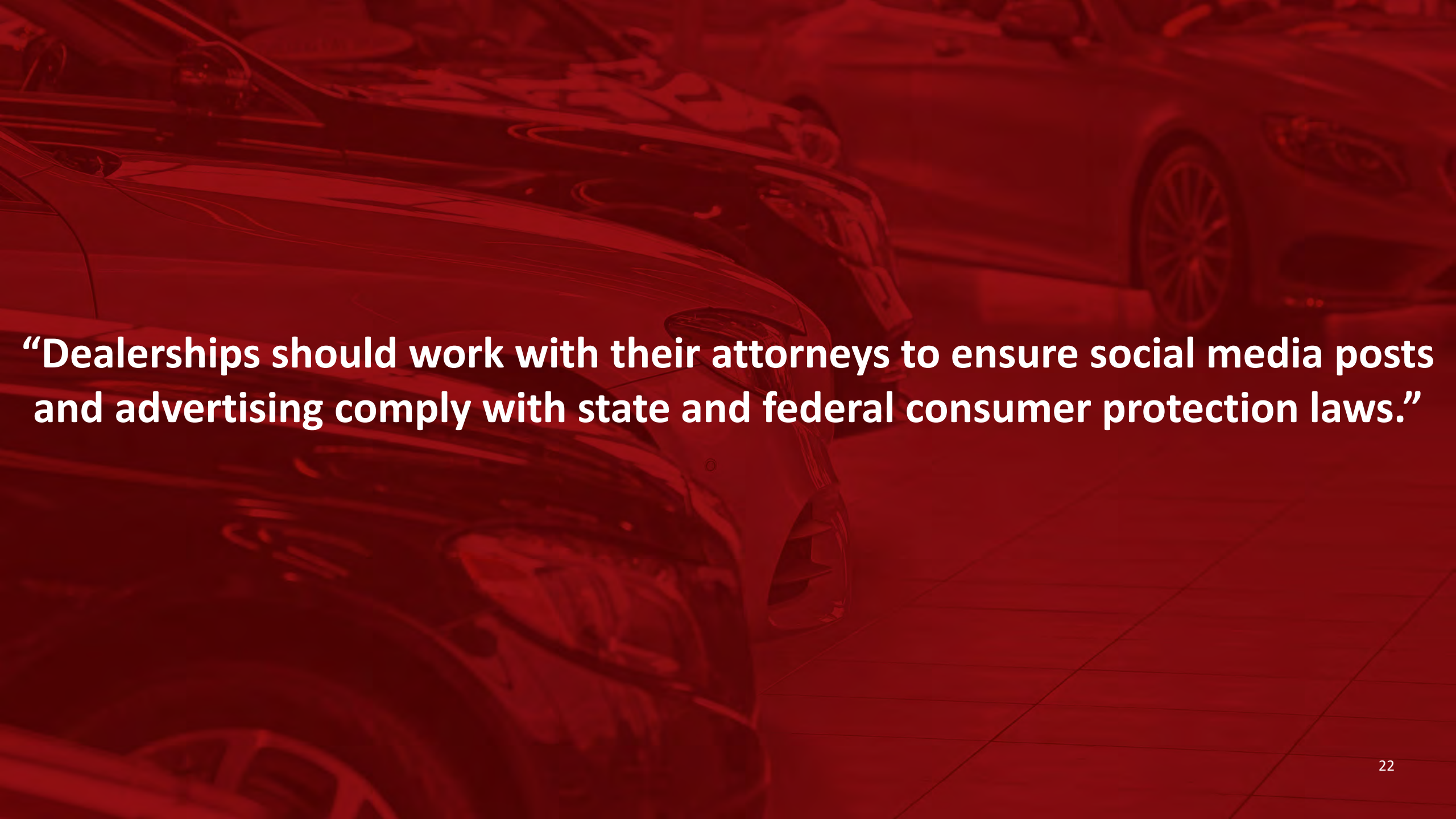
- Training Plan for each employee:

Category	Description	Sales	F&I	Techs	Advisors	Parts	Accounting	Managers	Marketing	Receptionists	Lot Attendants	How?
Accounting	Academy accounting					X						
Compliance	Safety Training			X	X	X						
Compliance	Hazardous Comm training			X	X	X						
Compliance	Association of Finance and Insurance Professionals (AFIP)		X									
Compliance	Notary Public		X				X	X				
Consultant	Phone training				X			X				
Consultant	Dealer Insurance		X									
General	Dealer's book club	X	X	X	X	X	X	X	X	X	X	
Process	Instant Cash Offer training											
Process	phone trianing	X			X			X				
Process	Sales Training	X	X					X				
Process	Training Network	X	X					X				
Product	OEMMandatory training	X	X	X	X	X		X				
Product	OEM Mastertech			X								
Product	OEM Experts - Ram, Jeep	X										
Product	Automotive Service Excellence (ASE)			X	X							
Software	Onlin U C training	X						X	X			
Software	Equity mining training	X						X				
Software	UC training							X				
State	Sexual Harassment training	X	X	X	X	X	X	X	X	X	X	
Marketing	Photoshop								X			
Marketing	website								X			

Dealerships should be careful when describing any enhanced cleaning and sanitation measures and making *any* affirmative statements about the risk of coronavirus exposure. This could attract the attention of state and federal regulators enforcing consumer protection statutes, referred to as unfair and deceptive acts and practice (or UDAP) laws. These laws prevent companies from making false or misleading statements about their products or services. For example, stating the dealership is performing enhanced cleaning and sanitation measures is fine, but suggesting those measures make your establishment or services coronavirus-free or coronavirus-safe, for example, is not. Similarly, stating or implying that consumers have less risk of coronavirus exposure by relying on a dealership's service can leave a dealership open to false advertising claims, as there is no definitive evidence to support that claim. Bottom line: A dealership may outline the safety measures they are taking and be sure to follow through with those measures, but avoid making assurances related to COVID-19 risk and exposure. In recent weeks, both state and federal consumer protection authorities have publicly committed to taking action against any companies making misrepresentations about the coronavirus pandemic.



Marketing



“Dealerships should work with their attorneys to ensure social media posts and advertising comply with state and federal consumer protection laws.”

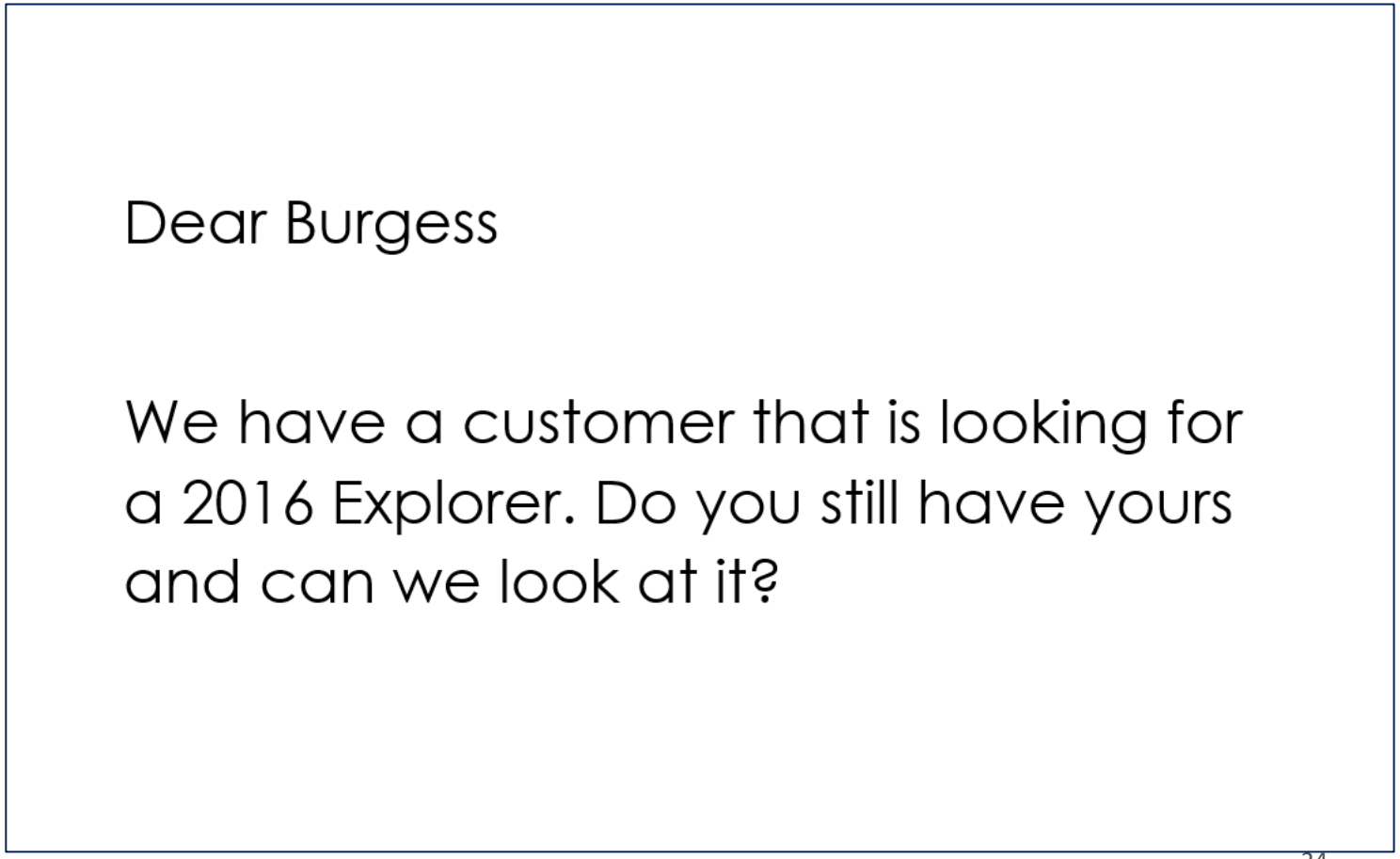
Marketing

- Remote selling



Marketing

- Direct Mail - Email
  - Specific year/model



Marketing

- Service Drive
  - Equity mining
    - Dollar specific
    - Model specific
    - 5-22% success rate



Marketing

- Place your text phone number on your VDP
- Use a name and number that will be answered
- Capture customer thoughts immediately!

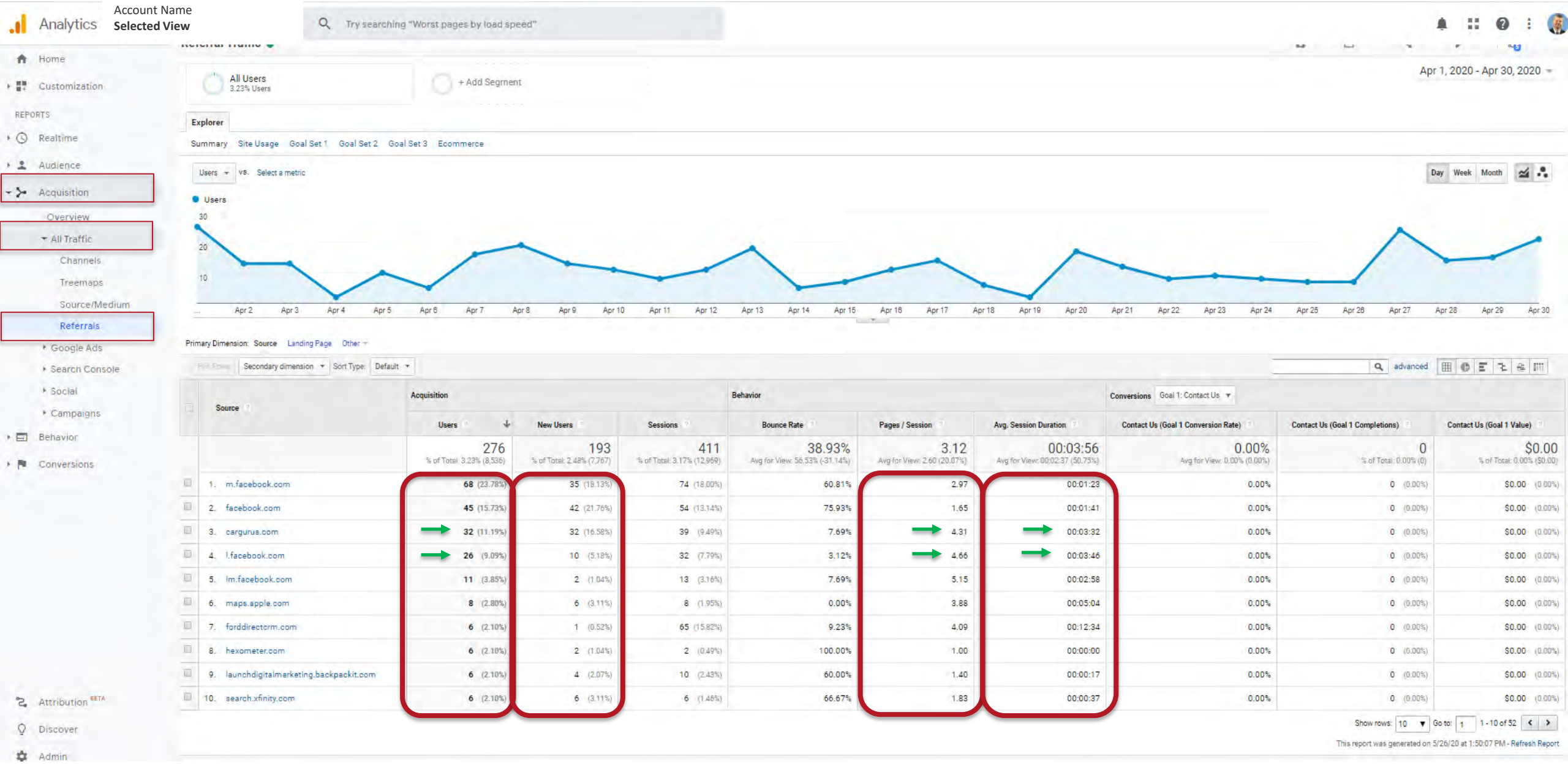


Facebook Lease Return Campaign

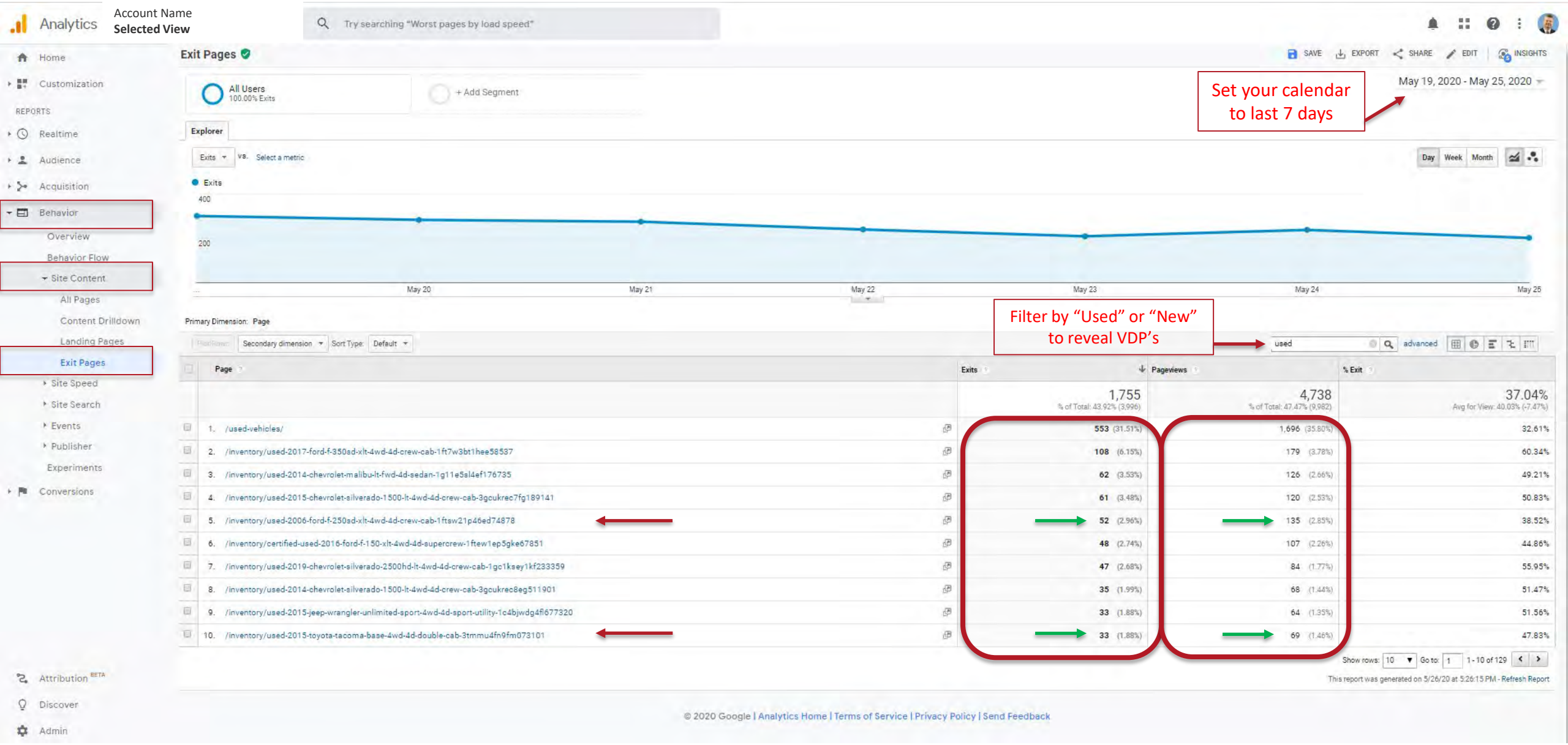
- Use Facebook in your community to attract all brands of lease returns
- Pick up extra trades and possible sales



Marketing


Analytics
Account Name
Selected View
Try searching "Worst pages by load speed"
Home
Customization
REPORTS
Realtime
Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search Console
Social
Campaigns
Behavior
Conversions
Attribution BETA
Discover
Admin
All Users
3.23% Users
+ Add Segment
Apr 1, 2020 - Apr 30, 2020
Explorer
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce
Users vs. Select a metric
Day Week Month
Users
30
20
10
Apr 2 Apr 3 Apr 4 Apr 5 Apr 6 Apr 7 Apr 8 Apr 9 Apr 10 Apr 11 Apr 12 Apr 13 Apr 14 Apr 15 Apr 16 Apr 17 Apr 18 Apr 19 Apr 20 Apr 21 Apr 22 Apr 23 Apr 24 Apr 25 Apr 26 Apr 27 Apr 28 Apr 29 Apr 30
Primary Dimension: Source Landing Page Other
Secondary dimension Sort Type: Default
advanced
Source
Acquisition
Behavior
Conversions
Goal 1: Contact Us
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Contact Us (Goal 1 Conversion Rate)
Contact Us (Goal 1 Completions)
Contact Us (Goal 1 Value)
276 % of Total: 3.23% (8,536)
193 % of Total: 2.48% (7,767)
411 % of Total: 3.17% (12,969)
38.93% Avg for View: 56.53% (-31.14%)
3.12 Avg for View: 2.60 (20.07%)
00:03:56 Avg for View: 00:02:37 (50.75%)
0.00% Avg for View: 0.00% (0.00%)
0 % of Total: 0.00% (0)
$0.00 % of Total: 0.00% ($0.00)
1. m.facebook.com 68 (24.78%) 35 (18.13%) 74 (18.00%) 60.81% 2.97 00:01:23 0.00% 0 (0.00%) $0.00 (0.00%)
2. facebook.com 45 (15.73%) 42 (21.76%) 54 (13.14%) 75.93% 1.65 00:01:41 0.00% 0 (0.00%) $0.00 (0.00%)
3. cargurus.com 32 (11.19%) 32 (16.58%) 39 (9.49%) 7.69% 4.31 00:03:32 0.00% 0 (0.00%) $0.00 (0.00%)
4. l.facebook.com 26 (9.09%) 10 (5.18%) 32 (7.79%) 3.12% 4.66 00:03:46 0.00% 0 (0.00%) $0.00 (0.00%)
5. lm.facebook.com 11 (3.85%) 2 (1.04%) 13 (3.16%) 7.69% 5.15 00:02:58 0.00% 0 (0.00%) $0.00 (0.00%)
6. maps.apple.com 8 (2.80%) 6 (3.11%) 8 (1.95%) 0.00% 3.88 00:05:04 0.00% 0 (0.00%) $0.00 (0.00%)
7. forddirectcrm.com 6 (2.10%) 1 (0.52%) 65 (15.82%) 9.23% 4.09 00:12:34 0.00% 0 (0.00%) $0.00 (0.00%)
8. hexometer.com 6 (2.10%) 2 (1.04%) 2 (0.49%) 100.00% 1.00 00:00:00 0.00% 0 (0.00%) $0.00 (0.00%)
9. launchdigitalmarketing.backpackit.com 6 (2.10%) 4 (2.07%) 10 (2.43%) 60.00% 1.40 00:00:17 0.00% 0 (0.00%) $0.00 (0.00%)
10. search.xfinity.com 6 (2.10%) 6 (3.11%) 6 (1.46%) 66.67% 1.83 00:00:37 0.00% 0 (0.00%) $0.00 (0.00%)
Show rows: 10 Go to: 1 1 - 10 of 52
This report was generated on 5/26/20 at 1:50:07 PM - Refresh Report

Marketing


Analytics
Account Name
Selected View
Try searching "Worst pages by load speed"
Home
Customization
REPORTS
Realtime
Audience
Acquisition
Behavior
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Site Search
Events
Publisher
Experiments
Conversions
Attribution BETA
Discover
Admin
Exit Pages
SAVE
EXPORT
SHARE
EDIT
INSIGHTS
All Users
100.00% Exits
+ Add Segment
Set your calendar to last 7 days
May 19, 2020 - May 25, 2020
Explorer
Exits
vs.
Select a metric
Day
Week
Month
Exits
400
200
May 20
May 21
May 22
May 23
May 24
May 25
Primary Dimension: Page
Secondary dimension
Sort Type:
Default
Filter by "Used" or "New" to reveal VDP's
used
advanced
Page
Exits
Pageviews
% Exit
1,755
% of Total: 43.92% (3,996)
4,738
% of Total: 47.47% (9,982)
37.04%
Avg for View: 40.03% (-7.47%)
1. /used-vehicles/ 553 (31.51%) 1,696 (35.80%) 32.61%
2. /inventory/used-2017-ford-f-350sd-xlt-4wd-4d-crew-cab-1ft7w3bt1hee58537 108 (6.15%) 179 (3.78%) 60.34%
3. /inventory/used-2014-chevrolet-malibu-lt-fwd-4d-sedan-1g11e5sl4ef176735 62 (3.53%) 126 (2.66%) 49.21%
4. /inventory/used-2015-chevrolet-silverado-1500-lt-4wd-4d-crew-cab-3gcukrec7fg189141 61 (3.48%) 120 (2.53%) 50.83%
5. /inventory/used-2006-ford-f-250sd-xlt-4wd-4d-crew-cab-1ftsw21p46ed74878 52 (2.96%) 135 (2.85%) 38.52%
6. /inventory/certified-used-2016-ford-f-150-xlt-4wd-4d-supercrew-1ftew1ep5gke67851 48 (2.74%) 107 (2.26%) 44.86%
7. /inventory/used-2019-chevrolet-silverado-2500hd-lt-4wd-4d-crew-cab-1gc1ksey1kf233359 47 (2.68%) 84 (1.77%) 55.95%
8. /inventory/used-2014-chevrolet-silverado-1500-lt-4wd-4d-crew-cab-3gcukrec8eg511901 35 (1.99%) 68 (1.44%) 51.47%
9. /inventory/used-2015-jeep-wrangler-unlimited-sport-4wd-4d-sport-utility-1c4bjwdg4fl677320 33 (1.88%) 64 (1.35%) 51.56%
10. /inventory/used-2015-toyota-tacoma-base-4wd-4d-double-cab-3tmmu4fn9fm073101 33 (1.88%) 69 (1.46%) 47.83%
Show rows: 10
Go to: 1
1 - 10 of 129
This report was generated on 5/26/20 at 5:26:15 PM - Refresh Report
© 2020 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback

Marketing

‘Exit Page’ Logs

- What are the hot cars/trucks?
  - See what everyone is looking at
  - See what is *‘Cold’*
  - *“2017 Tahoe”*

Exit Page Views

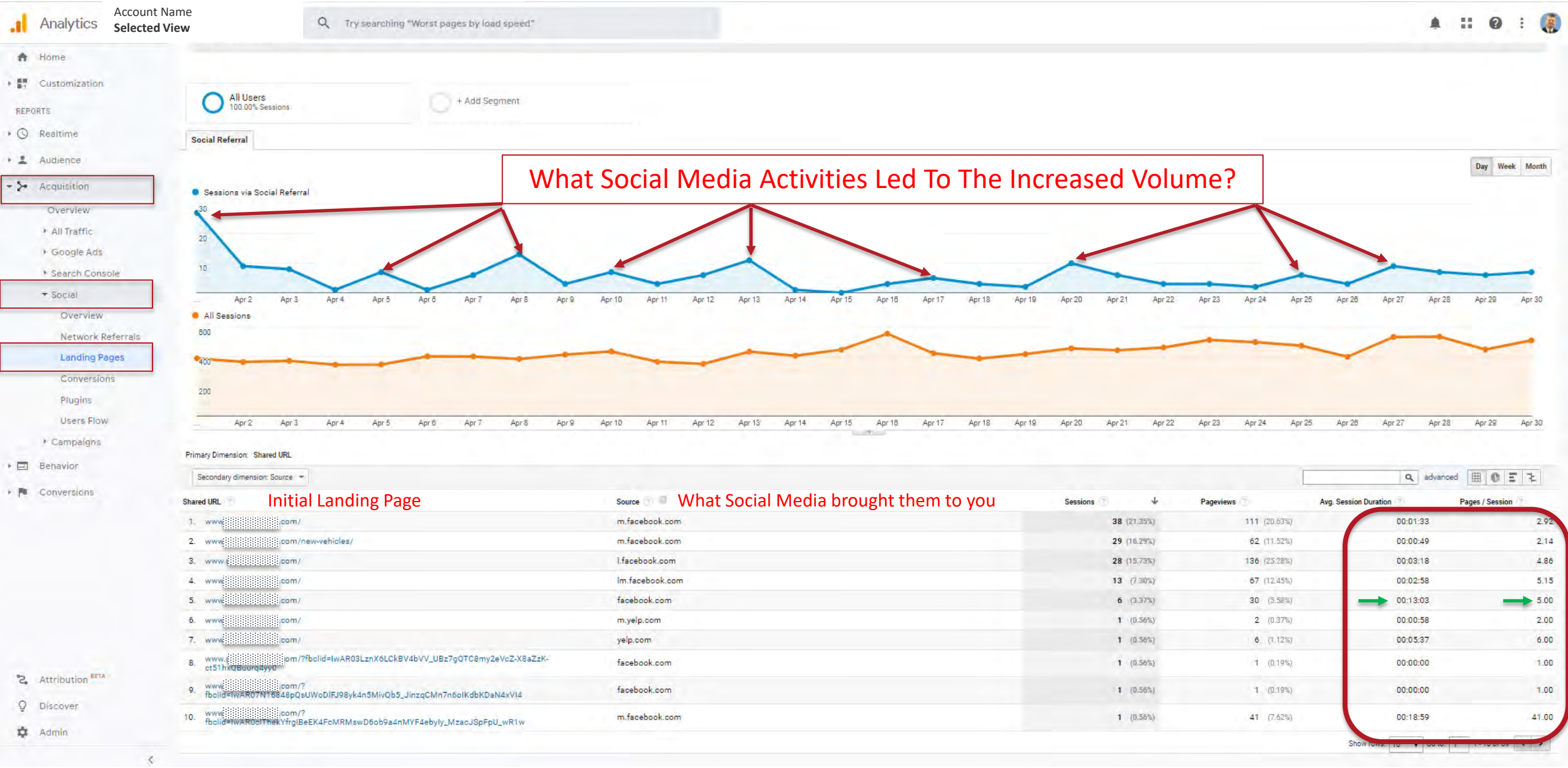
Page	Exits	Page views
/VehicleDetails/used-2007-Dodge-Ram_3500-4WD_Quad_Cab_8_Ft_Box_DRW_ST-Cut_Off-LA/3269076723	34	51
/VehicleDetails/certified-2017-Chevrolet-Tahoe-2WD_Premier-Cut_Off-LA/3273304673	7	9
/VehicleDetails/used-1993-Buick-Roadmaster-4dr_Wagon_Estate-Cut_Off-LA/3273304783	6	14
/VehicleDetails/new-2019-Chevrolet-Cruze-Sedan_LT-Cut_Off-LA/3278184583	4	5
/VehicleDetails/new-2019-Chevrolet-Silverado_1500-Crew_Cab_Short_Box_2_Wheel_Drive_LT-Cut_Off-LA/3275591863	4	5
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/VehicleDetails/used-2000-Chevrolet-Silverado_1500-2WD_Extended_Cab_3dr_Standard_Box-Cut_Off-LA/3277654603	4	7
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/VehicleDetails/new-2019-Chevrolet-Silverado_1500-Crew_Cab_Short_Box_4_Wheel_Drive_RST-Cut_Off-LA/3280239993	3	5
/VehicleDetails/used-2013-Chevrolet-Silverado_1500-Crew_Cab_Short_Box_4_Wheel_Drive_Work_Truck-Cut_Off-LA/3271511393	3	8
/VehicleDetails/used-2015-Volkswagen-Passat-4dr_Sdn_1.8T_Auto_S_PZEV-Cut_Off-LA/3286240723	3	13
/VehicleDetails/used-2017-Ford-Fiesta-SE_Hatch-Cut_Off-LA/3269365823	3	8
/VehicleDetails/used-2017-Nissan-Altima-2.5_SV_Sedan-Cut_Off-LA/3284388923	3	7
/VehicleDetails/used-2018-Ford-F_150-XL_2WD_SuperCrew_5.5'_Box-Cut_Off-LA/3271511383	3	4
/VehicleDetails/certified-2018-Chevrolet-Malibu-1LT-Cut_Off-LA/3273304843	2	10

Marketing

Social media

- Facebook, Facebook, Facebook

Marketing


Analytics
Account Name
Selected View
Try searching "Worst pages by load speed"
Home
Customization
REPORTS
Realtime
Audience
Acquisition
Overview
All Traffic
Google Ads
Search Console
Social
Overview
Network Referrals
Landing Pages
Conversions
Plugins
Users Flow
Campaigns
Behavior
Conversions
Attribution BETA
Discover
Admin
All Users
100.00% Sessions
+ Add Segment
Social Referral
What Social Media Activities Led To The Increased Volume?
Sessions via Social Referral
All Sessions
Day
Week
Month
Primary Dimension: Shared URL
Secondary dimension: Source
advanced
Initial Landing Page
What Social Media brought them to you
Shared URL
Source
Sessions
Pageviews
Avg. Session Duration
Pages / Session
1. www.[redacted].com/ m.facebook.com 38 (21.35%) 111 (20.63%) 00:01:33 2.92
2. www.[redacted].com/new-vehicles/ m.facebook.com 29 (16.29%) 62 (11.52%) 00:00:49 2.14
3. www.[redacted].com/ l.facebook.com 28 (15.73%) 136 (25.28%) 00:03:18 4.86
4. www.[redacted].com/ lm.facebook.com 13 (7.30%) 67 (12.45%) 00:02:58 5.15
5. www.[redacted].com/ facebook.com 6 (3.37%) 30 (5.58%) 00:13:03 5.00
6. www.[redacted].com/ m.yelp.com 1 (0.56%) 2 (0.37%) 00:00:58 2.00
7. www.[redacted].com/ yelp.com 1 (0.56%) 6 (1.12%) 00:05:37 6.00
8. www.[redacted]om/?fbclid=IwAR03LznX6LCkBV4bVV_UBz7gQTC8my2eVcZ-X8aZzK-ct51hxQBuurq4yyU facebook.com 1 (0.56%) 1 (0.19%) 00:00:00 1.00
9. www.[redacted].com/?fbclid=IwAR07N16848pQsUWoDlFJ98yk4n5MivQb5_JinzqCMn7n6oIKdbKDaN4xVI4 facebook.com 1 (0.56%) 1 (0.19%) 00:00:00 1.00
10. www.[redacted].com/?fbclid=IwAR0dTheKYfrgIBeEK4FcMRMswD6ob9a4nMYF4ebyIy_MzacJSpFpU_wR1w m.facebook.com 1 (0.56%) 41 (7.62%) 00:18:59 41.00

Marketing

Social media

- Facebook, Facebook, Facebook
  - Brain-storm with your team on whom to ‘Share’
    - Local first responders
    - Local schools
    - Local restaurants
      - Camron’s Donut Shop
    - Local business

Marketing

Social media -‘S*hares’*

- It’s all about the connection
  - Receipt of local business
    - 10% off service
    - $250 off vehicle purchase
  - Local business ‘Shares’ their support

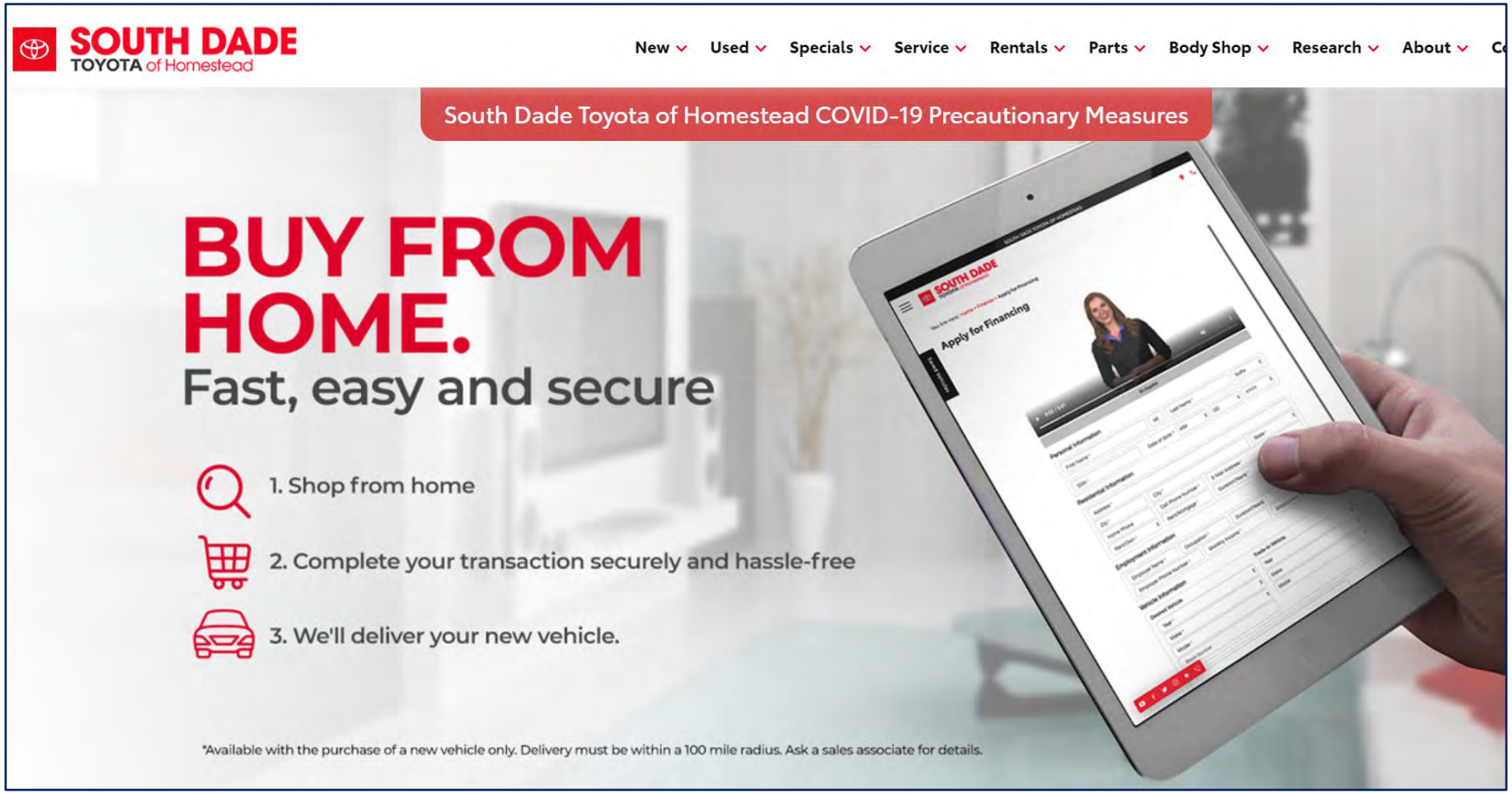
Marketing

Over-communicate!

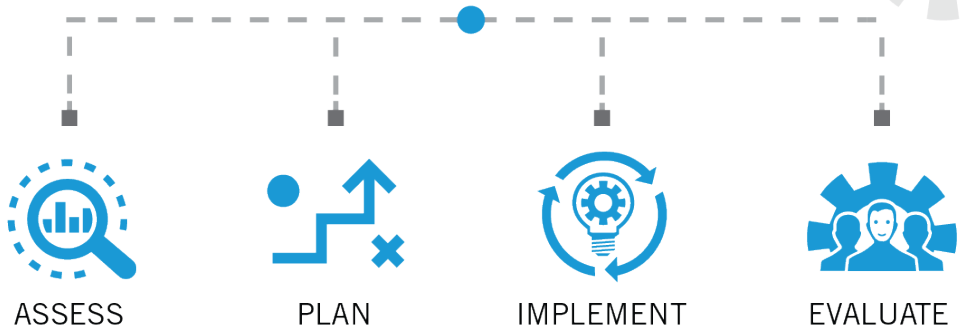
- Email blast
  - *“We’re open”*
  - *“We’re being careful about you and your family”*
- Social media
- Google My Business page

“The ability to complete a transaction online and deliver the vehicle remotely depends on state and local regulations. Before attempting to sell vehicles online, dealers must consult with their attorney or state/metro dealer association or licensing authority to better understand the requirement in their state.”

Website Covid-19 Updates



ACTION PLAN



How will you use this information?
What steps will you take to ensure success?


Questions?

NATIONAL AUTOMOBILE DEALERS ASSOCIATION

The Best Ideas from NADA 20 Groups In Times of Covid-19 Stress Part 6



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20 Group Dealership Management Consultant
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NADA


NADA