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### A Look Inside PRO

We are excited to announce the launch of PRO's YouTube channel. Join our team as we discuss expert strategies for success in the dealership. In this episode, PRO Consulting's co-founder, Doug Dingman, explains how to build value when a customer says no.



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### Market Outlook

Inventory shortage is the current reality. New car production has slowed from a lack of microchips and seat foam, along with temporary manufacturing shutdowns. These setbacks will take time to overcome. But if the automotive industry has demonstrated anything to us over the past 30 years, it is certainly its resilience.

A dealership remains profitable long term by identifying opportunities for growth regardless of the obstacles. As the value of used cars increase, dealerships can and must offer higher prices for trade-ins. If accepted prices are below market rate, return on trade-ins could increase overall. When these same trade-ins are sold, buyers will be looking for ways to maintain the value and longevity of their new pre-owned vehicles.

An increase in profit of \$200-\$300 per car sold will become the difference that makes up for absent inventory. Effectively maximizing revenue on individual opportunities requires consistency and a PROactive mindset. Does your team have the tools to remain resilient?

[Schedule a Needs Assessment](#)

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### PRO Action



**It is not just money: Why F&I training is essential for the growth of your auto dealership.**

Finance and Insurance (F&I) managers work directly with consumers, so their role is vitally important when it comes to understanding consumers' needs, encouraging them to buy valuable products, and at the same time maximizing...

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## What Our Partners are Saying

We have worked with PRO Consulting since 2013 and we are very happy with the products and services that PRO Consulting provides. We are also very happy with the growth we have seen in our reinsurance company. PRO Consulting makes everything so easy for us!

**Brett and Dori Parris**, Parris RV, Inc.

### Meet a PRO Team Member



I've been in the automotive industry for 22 years. I started my career as a car salesman and within a year moved into finance. I was first introduced to PRO Consulting during finance training classes in 2005 with Doug and Craig. By applying what I learned, I quickly landed a position as director at one of WA's largest volume Honda dealerships.

After years of success using those same methods, I became inspired to give back to the industry and help bring up the next generation of car personnel. So I joined the PRO team.

During my leisure time, I enjoy playing baseball and spending time with my wife and three kids at our lake home in Chelan.

**Brandon Witz**, Regional Acquisition Manager

### Featured Product

ForeverStart battery treatment prevents corrosion, improves electrical flow, and is resistant to deterioration. This protection program carries a lifetime policy that offers free battery replacement should the treatment fail. At a low dealer cost, ForeverStart could deliver considerable profit to your finance department and huge savings to your customers.



Add this Product

### Mix like a PRO



#### Mint Chocolate Chip Martini

Chill a martini glass and drizzle chocolate sauce on the inside.

In a cocktail shaker, mix:

1oz vodka

.5 oz mint liqueur

.5 scoop mint chocolate chip ice cream

Shake for 15-30 seconds and double strain into glass.

As always, enjoy responsibly.



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