



Capitalizing on the Service Drive

Market conditions are presenting opportunities with recent buyers and regular service customers. Black Book has recently unveiled its vin specific history adjusted valuations for residual values. Industry reports also are indicating a steep decline in vehicle conditions at auction. We are also seeing wholesale and retail prices for new cars climb as demand grows and availability is limited. The effect could be seen in the service department in 90-120 days, a time when new car buyers typically return for routine maintenance. Where do you make up for the possible slow down in business?

Create a win-win with after-sale coverages

Recent used-car buyers who did not purchase coverage at the time of the sale may be interested in after-sale coverage that they hadn't previously considered. Especially once calculating the price of ongoing service and repairs. Offering prepaid maintenance that your car buyers can start at any time after purchase could benefit you both.

Buying and selling cars out of the service drive

Good used cars are hard to find. Fewer vehicles are going through auction and those that do are selling at record-breaking prices with questionable quality. Where is the good used car inventory? Have you checked your service drive? You know the customer. You know the quality.

The average dealer sees at least 300-400 used cars per month come through service. Are you offering these customers buy-bids and appraisals? Many may be unaware that the value of their vehicle is at its peak. Your guaranteed price may be just the nudge they need to cash in, buy something from inventory, or pre-order something new from you.

We know you're selling out of your service drive, are you also buying?



Star Wars Lessons Worth Applying to Your Finance and Insurance Department.

How to build customer loyalty, dealership uniqueness, and improve your customer service index ratings.

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Essential Enhanced High Mileage VSC by NAE NWAN

Not long ago, good coverage for vehicles over 5-7 years old was unheard of. Today more people want to buy used and they want to know what services will be covered. Essential Enhanced High Mileage VSC is protection designed for used & high mileage vehicles that offer coverage buyers want. Powertrain to exclusionary coverage is available with terms limited by time and miles.

Your buyer's value: Peace of mind

- Coverage for likely repairs
- Roadside assistance up to \$100 per occurrence
- Discounted deductibles to return to the selling dealership

Your value: Customer retention and profit

- Vehicles that come with guarantees, sell at higher prices
- Buyers become repeat customers by returning for service
- Your customers' high-price repairs are taken care of

How you sell it:

- Present the coverage: "If this vehicle needs to be taken into the shop, do you want to pay for it or do you want us to pay for it?"
- Present the types of coverage: "Do you want to pay for all of it or for some of it?"

Catio Cocktail



Ingredients:

- 1.5 oz gold rum
- .25 oz spiced pear honey cordial
- .25 lime juice
- 1oz aloe vera juice
- 3oz apple juice

1. Add ingredient to shaker
 2. Shake for 15-20sec
 3. Pour over ice
- Enjoy responsibly!

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