

---

## Same team, new look



We are excited to announce the launch of our new logo as a part of the evolution of our brand. Our commitment to helping dealerships grow their profitability is the same. We would like to take this opportunity to thank you for being a part of our journey so far.

---

## When's the best time to make changes?

3 min. read

You're killing it. Profit is through the roof. You're selling fewer cars and making more money. What adjustments did you make to get to where you are now? With market changes on the horizon, what will be your next move to maintain your current level of profitability or even go beyond?

If vehicles become less affordable and retail sales drop, customers will need better reasons to buy at your price. A second sticker mark-up, backed by "because we can" may not be as effective as it is now. In that situation, how will you give your customers value they can see and believe in while maintaining your leverage to negotiate? Offering value-add F&I products strategically and upfront may be the answer:



### Bundle Products

Lifetime warranties, pre-paid maintenance, and free loaner cars during service are a few examples of products that can be bundled together and added to every second sticker.

Car purchases made in 2021 and when the market shifts, will be made cautiously and with longevity in mind. Your buyers will thank you if you make it simple for them to get what they need to maintain the value and extend the life of their vehicle.

### Preloaded Safety

Safety products are an obvious choice for many car buyers. Why not pre-load your vehicles with a collision deterrent or an anti-theft product? These types of products could be included in the price you set. If the customer truly doesn't want either product, removal is easy. And - you have now lowered the price for them.

### When to bring in new products

Making changes when everything is going well can seem unnecessary. But - would you rather make changes when things are good and your people are happy, or when things get tough?

---

## Are your F&I products helping your dealership?

6 min. read

Continually review your F&I products portfolio to ensure it is comprehensive and includes the most valuable products to your customers.



Read eBook

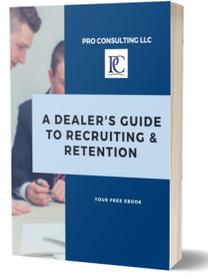
---

## eBook: A Dealer's Guide to Recruiting and Retention

We have compiled best practices from our most profitable dealerships to bring you tips on how to:

- identify the right people for the right roles
- in your dealership develop and keep talented employees working for you

[Read eBook](#)



### Your Value:

- Increase your front-end profit by \$250 per vehicle
- 70%-80% penetration
- noncancelable, re-insurable, pre-loadable

### Your Customer's Value:

- Improves safety from other drivers while on the road
- Decreases chance of rear damage to the vehicle
- Product Warranty may be purchased with the system for added coverage

### How you sell it:

- "The National Transportation Safety Board (NTSB) states: If a driver had an additional second of warning, 90% of all rear-end collisions could be avoided - BrakePlus creates that extra second."
- "The other safety systems on your vehicle are designed to keep you from hitting another vehicle. Brake Plus is the only safety system that's designed to keep someone else from hitting YOU!"

---

## Ask us Anything

This email is sent directly from our team to yours. Do you have any questions related to F&I or your dealership's profitability? Use the link below to take advantage of this free consultation.

[Get Answers](#)



PRO Consulting LLC, 6912 220th St SW #207, Mountlake Terrace, WA 98043

[Unsubscribe](#) [Manage preferences](#)