
Keep Profits High while Vehicle Prices Settle

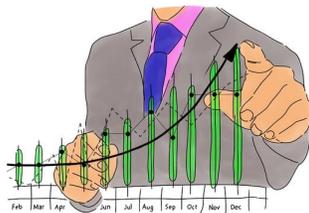
2 min. read

The price of cars has been increasing overall, but affordability from a monthly perspective has improved. According to a recent article in Auto Remarketing, the average balance to finance increased \$1686 from 2020 to 2021, while on average, customers' monthly payments decreased by \$12. We also saw a drop in APR by two-thirds of a point, down 631 basis points, and an increase in term length by 1.25 months.



As prices settle, and lending tightens, deploying strategies to further increase affordability for the customer may be necessary to maintain high profits. We know that a longer-term and higher down payment are part of the equation to get a lower monthly payment for the customer. But, the customer may also assess affordability by comparing the value of add-on products against financial risk.

When lending tightens and constrained deal structures return, what tools and products do you have in place to improve affordability for your customer? This may be the time to take a closer look at what you're offering and why – and connect with PRO to see if you can do better.



Claim your space among top-performing dealerships

6 min. read

The highest-performing dealerships share a few common traits that set them apart. Claim your space among the top-performing dealership by developing these qualities.

[Read Blog](#)

What does it take to get to the next level?

7 min. read

Challenging market conditions may cause frustration. Transform your mindset to accelerate your results and own your earning potential.



[Read Blog](#)



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!"

*Contact PRO for details on how BrakePlus can work for your service, sales, parts, and finance department.

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](#)