

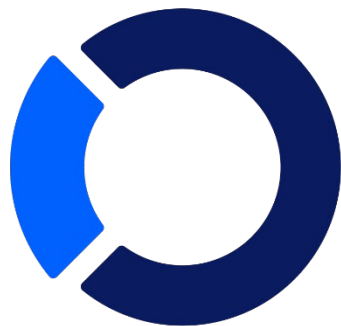


THE HIDDEN RISKS OF CO-OP ADVERTISING

Thursday, February 27, 2025



GNYADA Dealer Webinars are Sponsored by:



OPENLANE

Marilyn O'Brien

Market Sales Manager

Openlane

Direct 631-671-1888

Marilyn.O'Brien@openlane.com

DMV-DIRECT

REGISTRATION, TITLING, & BEYOND...
CALL 718.747.0400

GNYADA's vehicle registration and titling service, DMV-DIRECT, has been dealers go-to source for fast, convenient, & reliable DMV services.

DMV-DIRECT provides many DMV related services, including:

- Permanent Registration Issuance
- Duplicate Titles In 3 To 5 Days
- Out-of-State Registration & Title Processing for 42 States
- On-Site Connecticut Plates Issuance
- Dial-In Information Verification
- In-Transit Processing
- Duplicate Registrations
- Registration Renewals
- Title-Only Transactions
- Plate Surrenders
- Dealer Plate Renewals
- Rental Plate Renewals
- Repossessed Vehicles Processing
- MV-82 & Transmittal Forms Supplied
- Boat Registrations – Renewed and Duplicates
- Trailer Plates
- Commercial Plates



March Education and Training Classes

March 5

Billers Workshop:
Processing NYS DMV
Transactions

March 25

Inventory
Management

March 18

Dealership
Management
Simulation



Visit www.gnyada.com/education to Register

Unclaimed Millions

Understanding Co-op Fund Challenges for Dealerships

Presented By
Mark Baruth | CEO



coopABLE



Co-op Funds

OEM support for local
advertising efforts.



Waste. Complication. Lost Revenue.



Deadlines

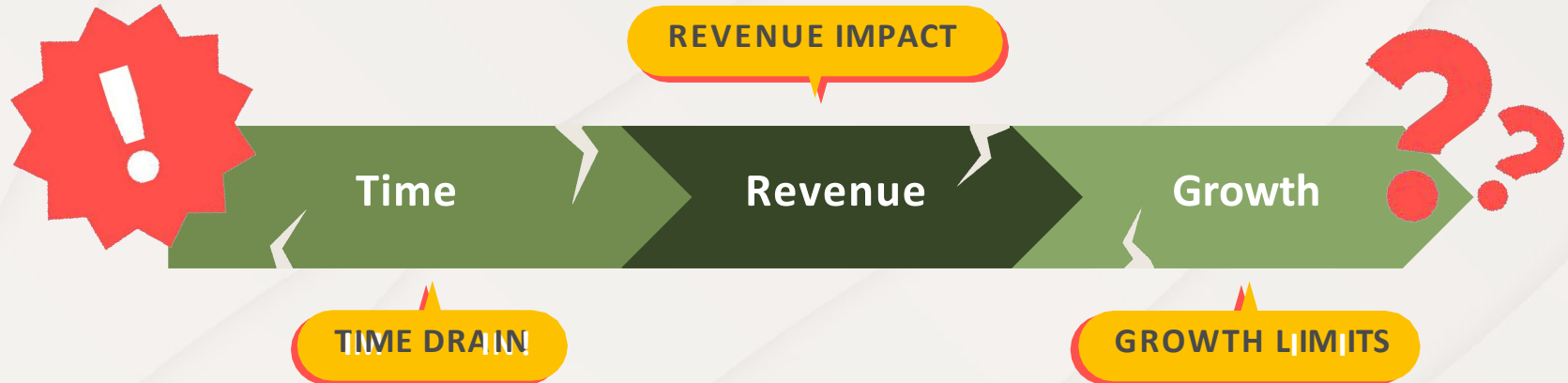


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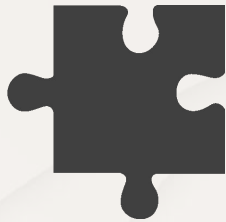
Missed Opportunities

What Happens Next?



OEM Variations

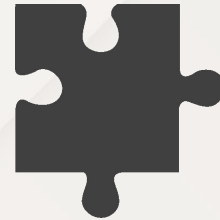
COOPABLE



Consumer Facing Media Funds



Hard Cost Funds



Services & Parts Funds



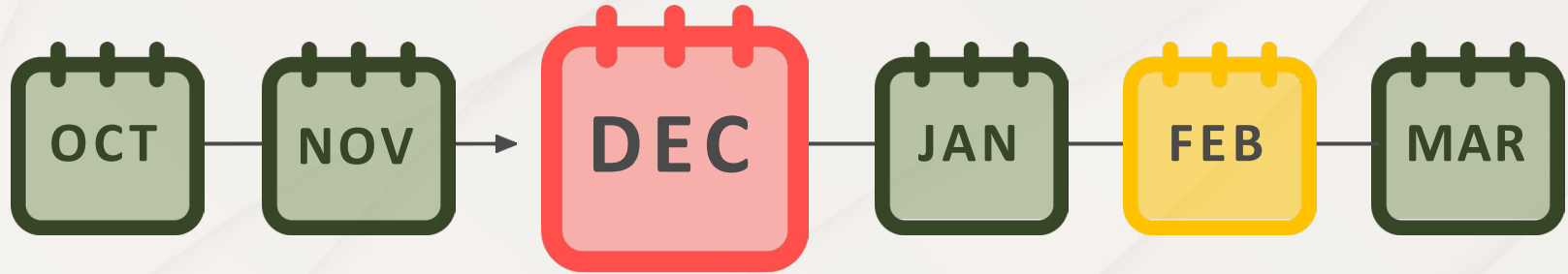
\$169,000 MISSED

ONE HYUNDAI STORE'S STORY:

Missed \$169,000 in Co-op Funds in New England

WHY FEBRUARY MATTERS

Preparing for Year-End Risks



WHAT TO REMEMBER:

Co-op Challenges Are Real



**Challenges
Are Real**



**They Affect Your
Dealership**



**Now's the Time
to Notice**



coopABLE



Questions?
Let's Discuss!



COOPABLE.COM

Mark W. Baruth, CEO

mark@coopable.com

859-285-6635

[linkedin.com/in/markbaruth](https://www.linkedin.com/in/markbaruth)