



Greater New York
Automobile Dealers
Association





AutoTrieve can help change how you scan and manage documents, reduce labor costs, maximize retail space, avoid audit penalties, and gain control of your business information while protecting customers' personal info.

Call Michael Dachille at **201-820-7419**,
or email michaeld@mgcimaging.com
GNYADA Members Always
Save with Preferred Rates



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 15

Service BDC Manager and
Appointment Coordinator
Training **(NEW)**

March 22

Successful
Communications



Visit www.gnyada.com/education to Register



CATETCH

ORDER FORM

DEALER PRICING

Etching Kit Pricing:

Individually packaged

- One Converter Vehicle Kit
- Two Converter Vehicle Kit
- Four Converter Vehicle Kit

**Minimum Order 50 Kits. Dealers can mix*

QTY	UNIT COSTS
	\$19.00
	\$21.00
	\$23.00

Dealership: _____
Contact Name: _____
Shipping Address: _____
City: _____
Credit Card Number: _____

Phone: 718.746.5900

CATALYTIC CONVERTER THEFT PREVENTION

Governor Hochul signed a bill into law aimed at cracking down on catalytic converter thieves. The new law requires dealers to make available to consumers etching kits that can serialize a catalytic converter then enter that unique number into a national database for tracking purposes.

EACH KIT INCLUDES:

- 1, 2, or 4 Labels (depending on kit size)
- 2 Window Warning Stickers
- Etching Fluid
- Installation Instructions
- Glove Box Contact Card
- Registration Instructions

ETCHING KIT PRICING:

Come individually packaged

- One Converter Kit - \$19.00
- Two Converter Kit - \$21.00
- Four Converter Kit - \$23.00

Minimum Order 50 Kits
Each Kit is to be used on one vehicle

Dealers must offer etching kits to consumers at cost, however, dealers may separately charge for labor to apply the etching kits and to record the information.

For more information or to purchase your CATETCH kits, contact the Association at 718.746.5900

DEALER PRICING

Etching Kit Pricing:

Individually packaged

- One Converter Vehicle Kit \$19.00
- Two Converter Vehicle Kit \$21.00
- Four Converter Vehicle Kit \$23.00

**Minimum Order 50 Kits. Dealers can mix the number of labels per kit.*

For more information or to purchase your CATETCH kits, contact the Association at 718.746.5900.

2023 New York International Auto Show

Automotive Forum: Tuesday, April 4th

Press Days: Wednesday, April 5th & Thursday, April 6th

Public Show Dates: Friday, April 7th to Sunday, April 16th

Show Hours:

Monday – Saturday: 10am - 10pm

Sunday: 10am - 7pm



The Real Deal for GNYADA Members

Payment processing



Travis Siebert
Director of Sales / Management

3/9/2023



Who you're
hearing from
today

- My name is Travis Siebert
 - I have 10+ years in the payments industry
 - Specializing in the Dealership space

Here is the real deal!

- ❖ Payment Processing 101
- ❖ Card Present vs. Card Not Present
- ❖ Rates, Fees & Funding
- ❖ Differences in Providers
- ❖ Features & Functions
- ❖ Security & Compliance
- ❖ Key Take aways / Things to think about
- ❖ Questions & Answers

The Payment processor is a vendor/business that helps manage the logistics of accepting all forms of payments in your Dealership.

Presentment

Credit/Debit, Fleet Card Payment, Check/ACH, Point-of-Sale

Present

- Using a terminal to swipe, chip or tap (or for check to scan or image)

Not-Present

- Key enter or token with card number, exp. Date & security code
- Text, email, online hosted pages and more

Authorization/Capture

Card (or check) data is captured, encrypted and sent for authorization

Using a network connection and gateway (secure tunnel), transaction data is sent to the issuing bank for authorization

- Response – Approved or Declined
- A hold is placed on card at issuing bank
- Funds are released to merchant acquirer

Settlement

Daily transactions create a batch and funding report

- As the batch closes and compiles the funding report, the net amount for deposit is determined (sales – refunds/credits)
- Deposits are made to your dealership daily, based on a 1-, 2- or 3-day period, determined by your processor
 - Some deposits can be net fees

CARD PRESENT VS. CARD NOT PRESENT

Transactions considered “card present” ONLY if it’s processed through an encrypted payment terminal.

Card Present

Inserting Chip – most secure method, using EMV technology which is the chip that is in most credit cards

Tap or Contactless (NFC – Near Field Communication)

Swipe (Mag-stripe) – not considered EMV compliant and has chargeback risks associated



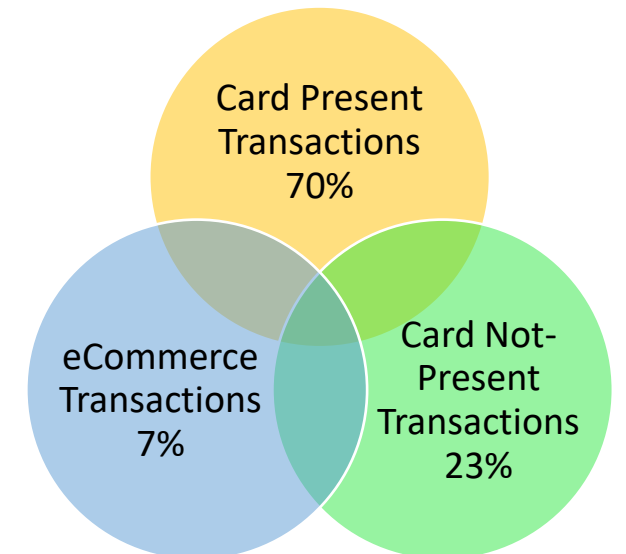
Card Not Present

Hosted Links/Pages, Online – most secure method, direct sale link (text/email), with AVS (address verification), which validates the address with the issuing bank

Token/Safe/Recurring – sale generated by stored customers & card data, stored securely and fully PCI compliant. (PCI compliant is designed to help make sure customer card data is handled and protected correctly.)

Key-enter (Mag-stripe) – not considered EMV compliant and has chargeback risks associated

eCommerce - Online Payment Acceptance using a payment gateway



Rates, fees & Funding

What are Interchange fees?

Interchange fees are paid to card-issuing banks whenever a customer makes a purchase with their credit or debit card. These rates and fees for the most part are not negotiable.

What are assessments?

Assessments are the fees charged by the card brands. These are NOT negotiable.

How do I calculate my effective rate?

Total fees divided by total gross sales. Average dealer effective rates should be between 1.85% - 2.35%. These differences are determined by the type of card, card present vs. card not-present, specialty cards (rewards, purchasing, etc.), batch parameters and PROCESSOR PROFITS!

Can interchange be lowered?

Yes, if your processor/gateway is submitting all the necessary enhanced data, Level 2/3, to include tax, billing, reference # and transaction description, interchange can be lowered by up to 1%!

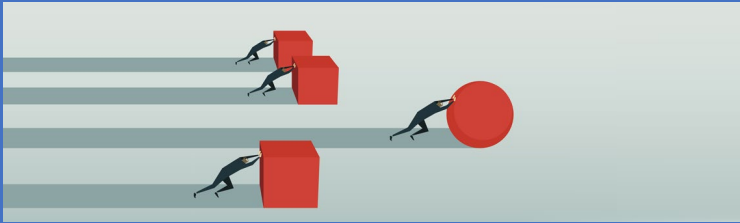
When should I be funded?

Next day funding is most optimal, but most are set to 2/3-day funding. This is also determined by your batch time.

FACTS –

Most Payments Processors:

- Are hiding fees in your statement
- Increase rates 1-2 times per year
- Make statements hard to read on purpose



*Though the industry for the most part, is known to simply process payments, there are several differences that **make can make an impact in your dealership.** Not sure what is meant here?*

KNOWING THE DIFFERENCES IN PROVIDERS

DEALER-SPECIFIC

It is important to partner with a provider, that both knows payments and dealerships. The dynamics of how a dealership takes or needs to take payments are much different than other retail. The attention to target tickets, risk, funding, real-time reporting and reconciliation are key! Not all processors are made equally.

INTEGRATIONS AND APPLICATIONS

In addition to being “dealer-specific”, your provider must have the partners and tools to provide a modern payments and point of sale solution, for each department, as opposed to stand-alone terminals. The application needs to both process and report on daily transactions and even integrate with DMS providers, for maximum efficiencies.

ON-GOING SERVICE & SUPPORT

Just like any business partner or vendor, service and support are key, especially around payment acceptance. Make sure your provider has local support using a priority ticketing system or chat. Make sure they are available during the business hours of the dealership and that they can replace hardware quickly. Though you hope everything will run smoothly, at some point technology will need fast and good support.

SOME KEY FEATURES & FUNCTIONS TO CONSIDER WHEN LOOKING AT A PROVIDER

Credit/Debit Card Processing

- Level 2/3
- Safe, Token/Account Updater

ACH/Check Processing

- ACH Only, Verification & Guarantee

Point of Sale

- Transaction Management, Customer Database
- Hosted Links, Send Payment Requests (Text/SMS & Email)
- Recurring Payments
- Dashboard Analytics
- Surcharging (Pay Share)
- Contactless, Mobile, 3rd Party (PayPal) Online / eCommerce
- Gift & Stored Value
- Charity Round-up
- Buy Now, Pay Later
- Cash Receipts

DMS Integration

- Invoice (RO) Attachments
- Auto Reconciliation with exception reporting and GL Posts

Security (FTC Safeguard Compliance)

- Multi-factor Authentication
- Address Verification with risk controls



Security, compliance & safeguards

Network Security

- Network connections
 - Static / Dynamic
 - SSL (Security Sockets Layer)
- WIFI
 - Guest
 - Dealership
 - Password Protected
- Firewalls
- Documentation

PCI Compliance

- Stored Card Data & Tokens
- Secure Network Connections
 - No phone lines
- End to End or Point to Point Encrypted Hardware
- Annual Questionnaire
 - Must be completed annually or you will be billed

Employee Training

- Best Practices
 - Never write anything down
 - Validate customer addresses
 - Avoid shipping parts to non-billing addresses
- Error on the side of caution
 - Call support with questions

Fraud Mitigation

- Use provider with security components to mitigate fraud
 - AVS – Address Verification
 - Network Tokenization
- IP Filtering
- Multi-factor Authentication
- Compliant with FTC Safeguards

Key Takeaways & Things to think about

- Are we managing interchange fees correctly?
 - How do I take cards? Do I collect the right information to help lower my costs?
 - When was the last time I had a rate review to confirm pricing?
- Am I taking cards in a secure manner? Do I meet FTC and PCI compliance on handling / storing customer card data?
- Am I able to provide payment solutions to meet all of my customers needs as well as lower costs?
 - - Text to pay / Email / Safe or tokenized card data / Mobile solutions
- Can I make my daily balancing of payments easier
 - Can I make my day to day / month end and year end reconciliation more efficient?
 - What would a integrated solution look like for me?

Questions & Answers

My contact information:

Travis Siebert, Director of Sales / Management

travis@dealer-pay.com

Feel free to reach out and schedule a free Dealership consultation and analysis.

Dealer Pay is here to help and bring value to all of the GNYADA members! We are excited to help!



THANK YOU FOR YOUR TIME!!