



A DEALER'S PERSPECTIVE

DOING MORE WITH LESS

Thursday, June 13, 2024





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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

The image shows three overlapping promotional cards for GNYADA's DMV-DIRECT services. The top card is titled 'RUSH DUPLICATE TITLE SERVICE' and lists a 'FAST, LOW COST SERVICE' with a 3-day turnaround. The middle card is titled 'New Jersey Registration & Title Processing' and states 'We can meet your New Jersey Registration & Title Processing Needs TODAY!'. The bottom card is titled 'CONNECTICUT PLATE ISSUANCE PROGRAM' and features a photo of a man working at a computer.

GNYADA
Greater New York
Automobile Dealers
Association

DMV DIRECT
VEHICLE REGISTRATION &
TITLE PROCESSING SERVICE

GNYADA's **DMV DIRECT**

**RUSH DUPLICATE
TITLE SERVICE**

FAST, LOW COST SERVICE
Have a title at your dealership in 3 days, easy as 1, 2, 3!

1. Fax Paperwork to 718.747.1237
2. Receive title on 3rd day
3. Submit payment

**New Jersey
Registration &
Title Processing**

**We can meet your New Jersey Registration &
Title Processing Needs TODAY!**

DMV DIRECT
VEHICLE REGISTRATION &
TITLE PROCESSING SERVICE

NEW JERSEY TRANSACTION

**CONNECTICUT
PLATE ISSUANCE
PROGRAM**



July Education and Training Classes

July 10

BDC & Sales
Bootcamp

July 16

Information & Cyber
Security Guidelines
for Auto Dealerships

July 18

GNYADA F&I
Management
Academy



Visit www.gnyada.com/education to Register



An Event to Benefit Individuals Pursuing
AUTOMOTIVE EDUCATION

GNYADA Golf Outing & Pickleball Challenge

July 22, 2024

Old Westbury Golf & Country Club



**SCAN TO
LEARN MORE**



GNYADA Annual OSHA Seminar

Date: June 18, 2024

Time: 9:30 AM

Location: Center for Automotive Education & Training

Speaker: Joseph Heaney, Walden Environmental Engineering

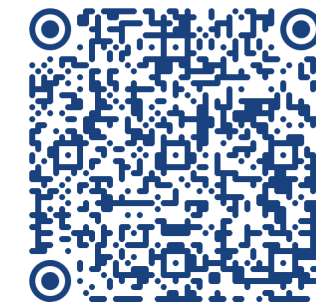
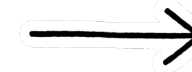
ERP Members: First person free, each additional attendee \$75

Non ERP Members: \$150 per attendee

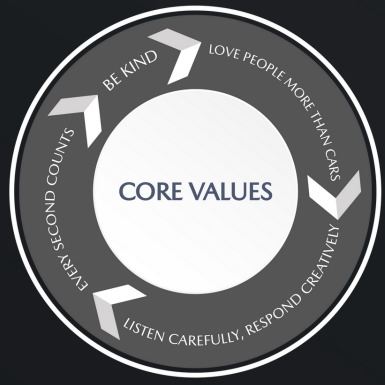
Agenda Topics Include:

- Top 10 OSHA violations
- Hazard Communication protocols (plans, inventory, and labels)
- Above and below ground storage drums
- Safety strategies for technicians servicing EVs
- Responding and addressing OSHA violations
- Climate Leadership and Community Protection Act
- NYC Local Law 84 & 97 Compliance
- OSHA's New Walk Around Rule & third-party contractors

Register Now:



Interactive Experience: Can you spot the staged OSHA Violations in the GNYADA Service Bay?



RIVERHEAD MAZDA

GNYADA

A DEALER'S PERSPECTIVE

DOING MORE
WITH LESS

DEALER WEBINAR

June 13, 2024



Michael Lucki
General Manager/Operating Partner
Riverhead Mazda

Former NADA Academy Instructor



TABLE OF CONTENTS

01 | State of the
Industry

03 | Practical
Applications






02 | Key Metrics

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Our content today is
divided into three parts.
Each part will be described
with examples.

STATE OF THE INDUSTRY

The Variable Problem

Category	Trend
Gross	
Cost of Doing Business	
Employee Turnover	
OEM Expectations	
Customer Expectations	

STATE OF THE INDUSTRY

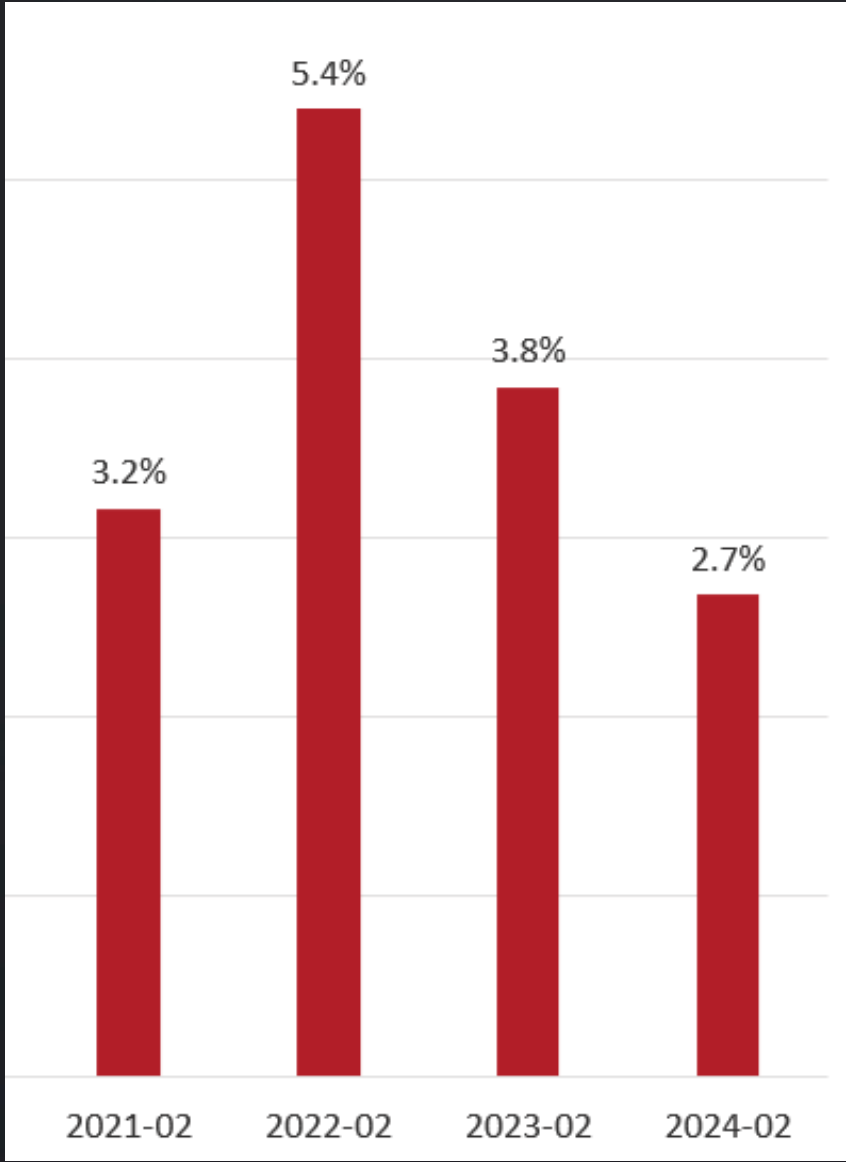
Profit per New Vehicle
Retailed has declined



NADA 20 Group Composites



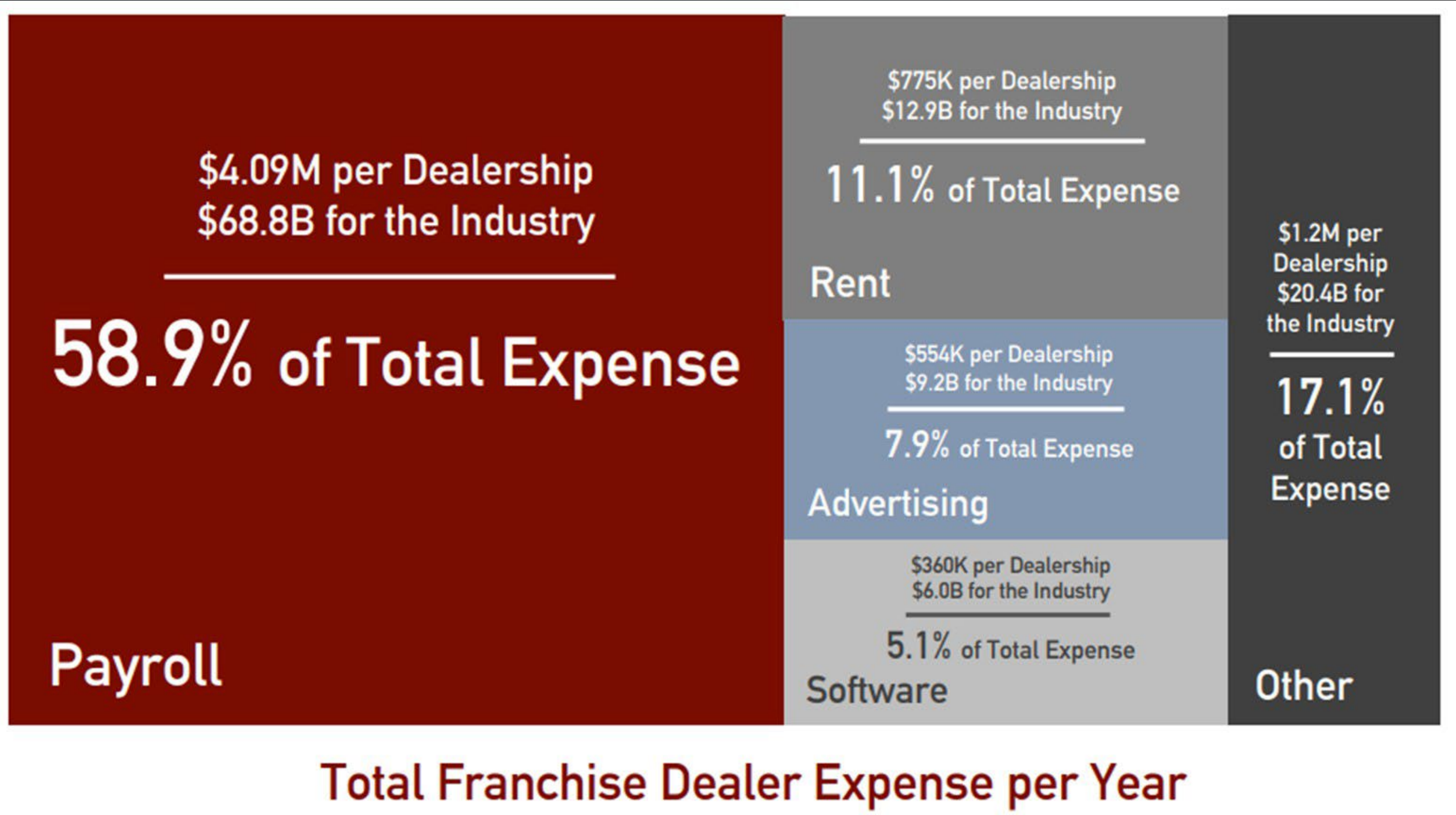
Net Profit Contraction



NADA 20 Group Composites

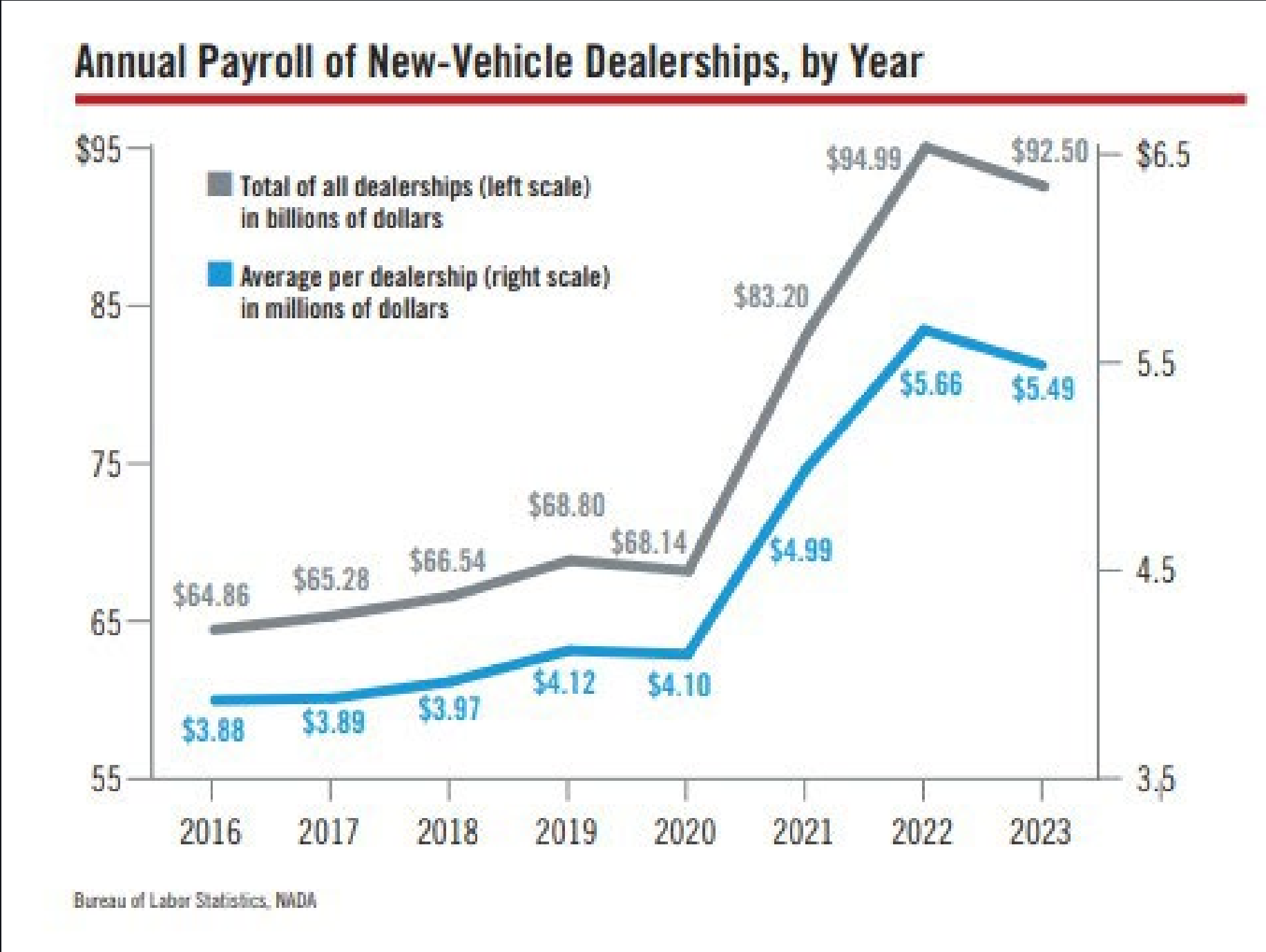
STATE OF THE INDUSTRY

Biggest Expense: Personnel



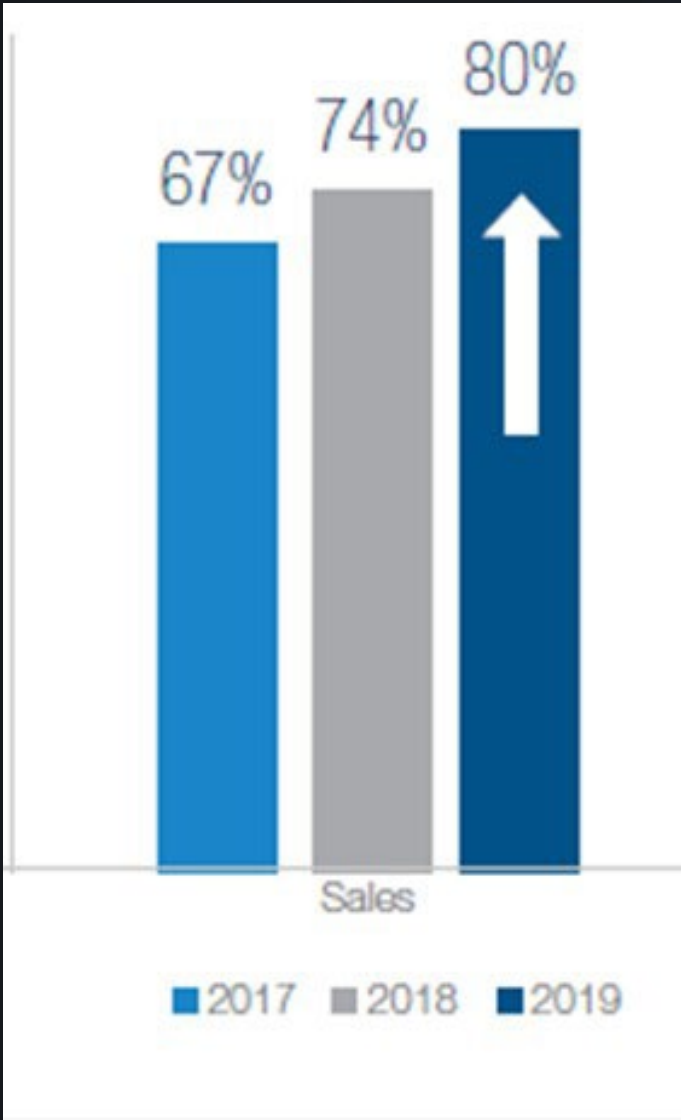
STATE OF THE INDUSTRY

Biggest Expense: Personnel



STATE OF THE INDUSTRY

Sales Consultant Annual Turnover Rate
Lower during 2021 and 2022



2021: 41%
2022: 42%
2023: ?
2024: ?

STATE OF THE INDUSTRY

Employee Retention



Margin Compression

STATE OF THE INDUSTRY

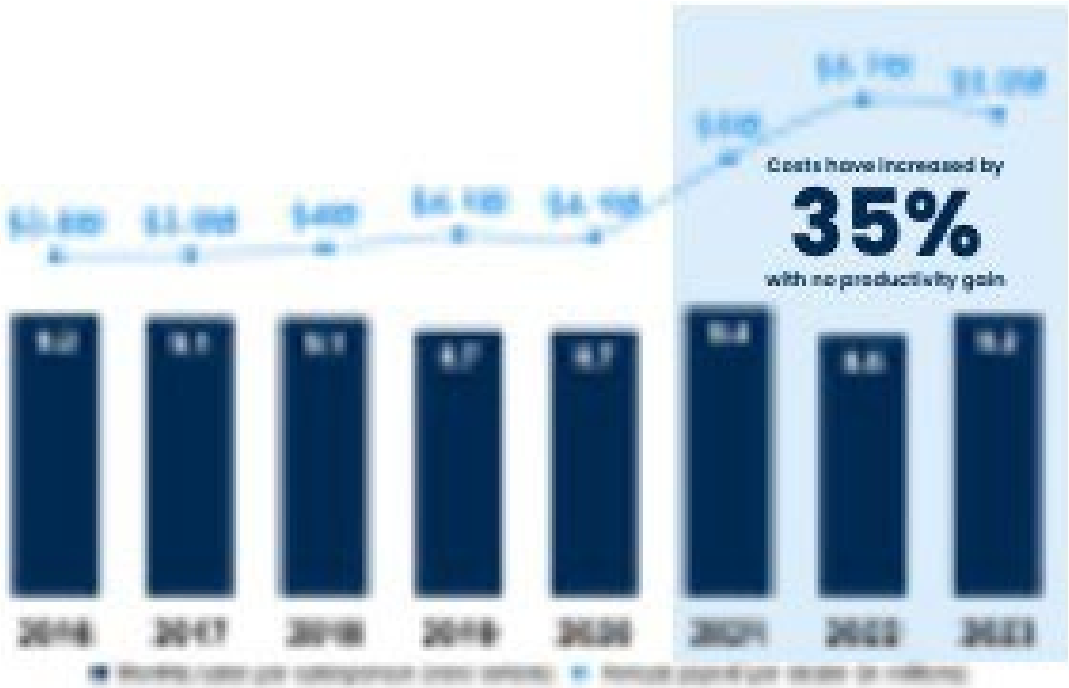
“Despite all the training, all the pay plans and all the IT tools provided, dealership salespeople have not seen any fundamental improvement in productivity (cars sold per head).”

Dealership of Tomorrow Study
NADA and Mercer Consulting, 2020

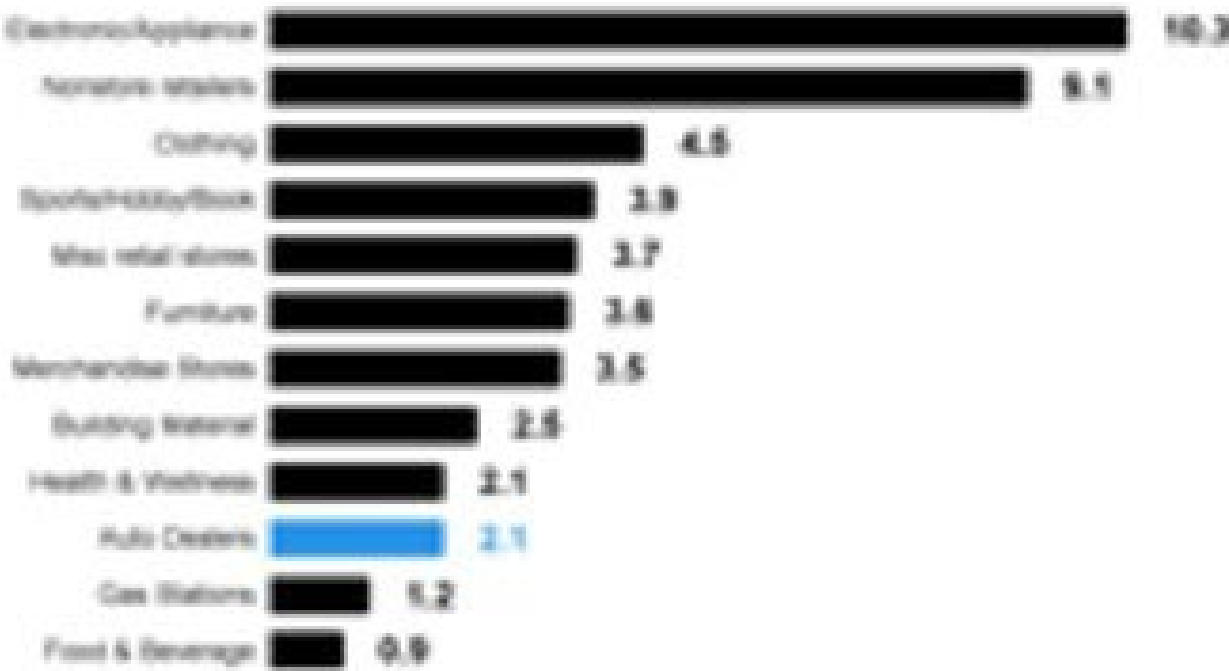
STATE OF THE INDUSTRY

Costs are growing to run a dealership, and productivity has lagged for decades in spite of a technology revolution

Dealer Payroll vs. Productivity



US Retail Industry productivity gains^ from 1987 through today



Source: NADA (Dealer Payroll vs Productivity)
Source: NCM Associates & US Bureau of Labor
^ Productivity measures output (value of goods and services of dealers) compared to inputs (compensation for people to generate output). Tracks changes in efficiency and for determining the effects of technological improvements in particular industries.



KEY METRICS

- Gross Profit Per Employee
- Net Profit Per Employee
- New and Used Department Personnel
Cost/Unit Sold
- **Units Sold per Salesperson**
- **Units Sold per Variable Operations Employee**

KEY METRICS

UNITS SOLD PER SALESPERSON

Productivity Profiles	NADA	NCM
New & Used Retail Units Per Salesperson per Month	12-15	11-14

NADA and NCM Operating
Standards, 2023

KEY METRICS: RIVERHEAD MAZDA

UNITS SOLD PER SALESPERSON

Data as of April 2024

KEY METRICS

UNITS SOLD PER VARIABLE OPERATIONS EMPLOYEE

NADA Academy Class Averages	Units Sold / Total Variable Operations Employee
2022	6
2023	6.5

Note: This includes all variable operations employees accounted for on the financial statement, i.e. sales consultants, sales managers, finance managers, etc.

NADA Academy Classes
~1000 students

KEY METRICS: RIVERHEAD MAZDA

UNITS SOLD PER VARIABLE OPERATIONS EMPLOYEE

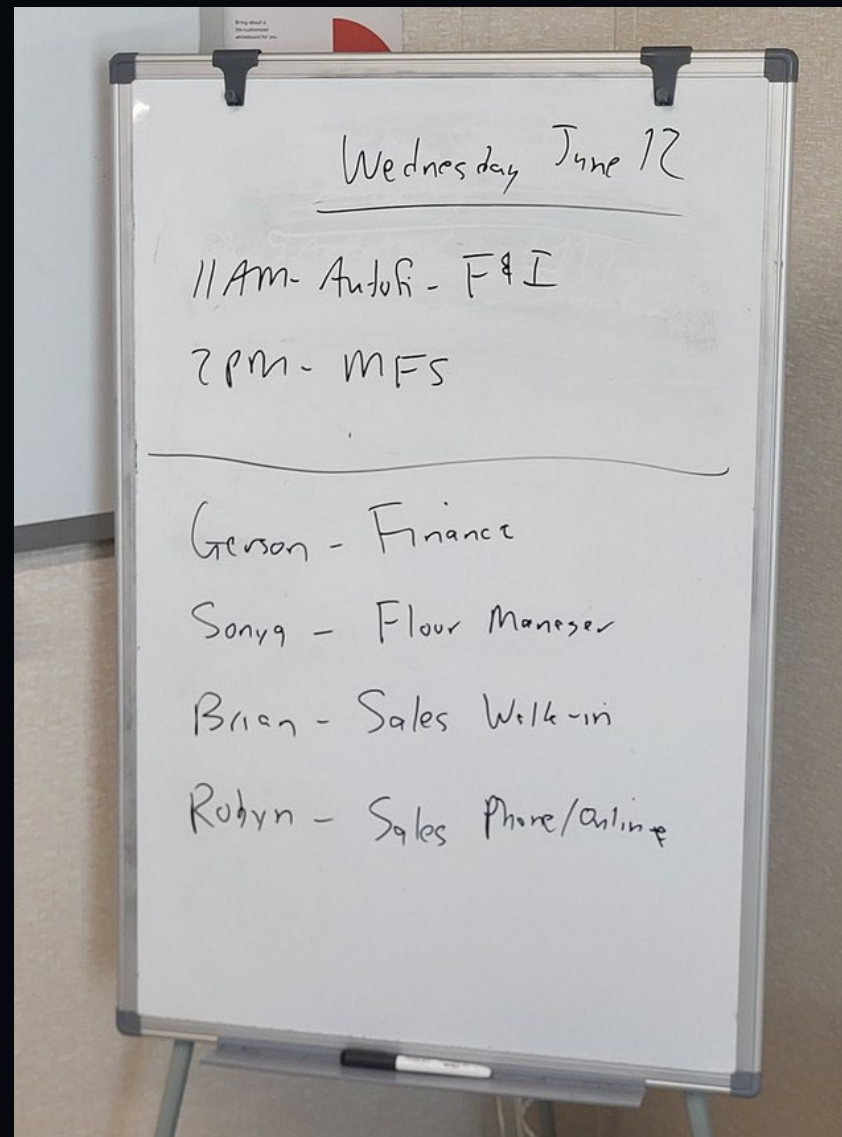
Data as of April 2024

PRACTICAL APPLICATIONS

- DAILY SHIFT MEETINGS
- DOCUMENTED SALES PROCESSES
- OUTSOURCED LIVE CHAT
- AI IN LEAD MANAGEMENT
- DIGITAL RETAILING IN SHOWROOM
- AUTOMATED FINANCE APPROVAL
- DIGITAL FORMS/E-CONTRACTING
- ONLINE AUCTIONS

PRACTICAL APPLICATIONS

- DAILY SHIFT MEETINGS
 - DEDICATED PLAN FOR EACH PERSON EACH DAY
 - RESOURCE ALLOCATION



PRACTICAL APPLICATIONS

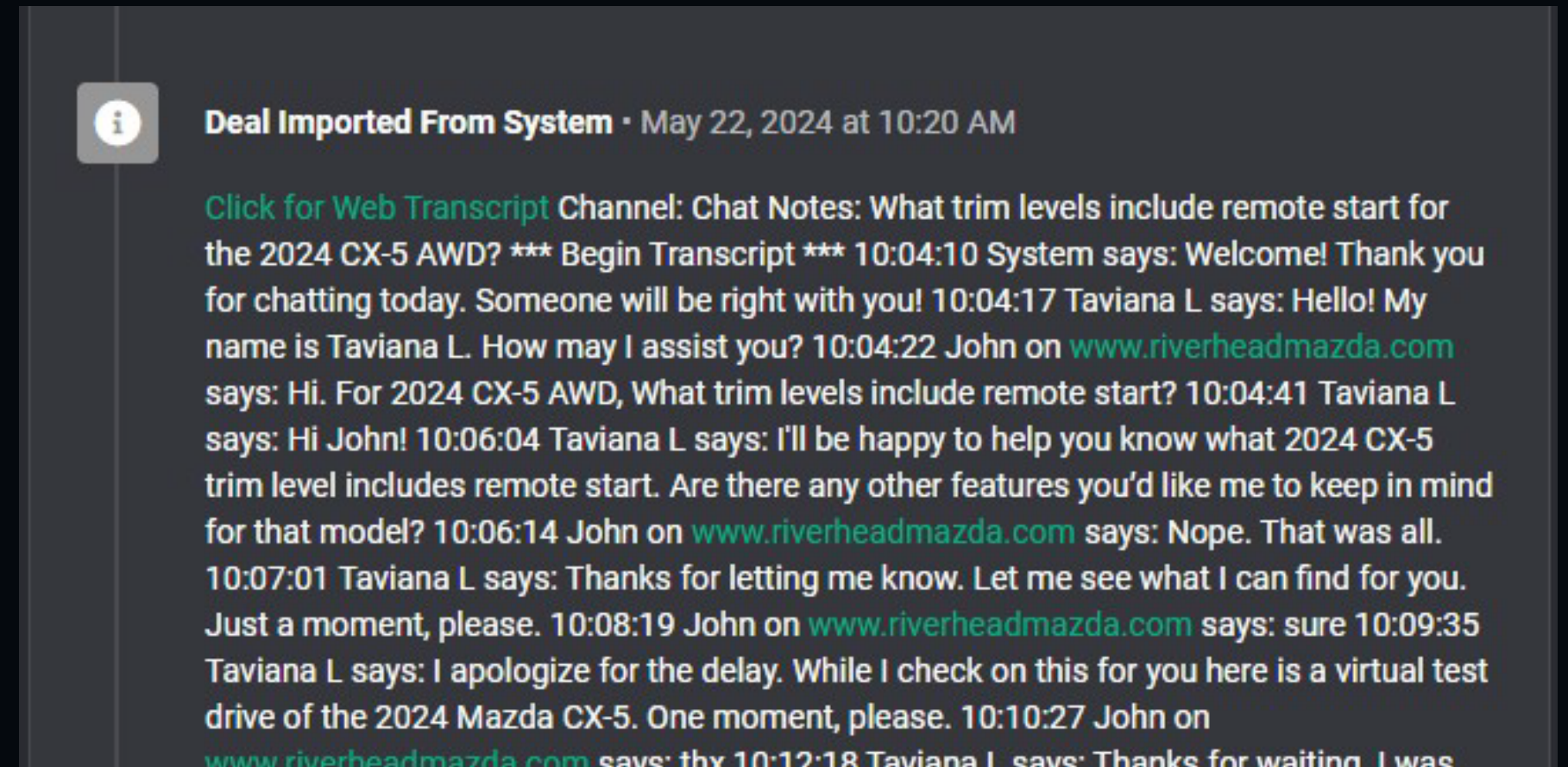
- DOCUMENTED SALES PROCESSES
- ENTIRE TEAM

Riverhead Mazda Sales Process

1. Welcome Greeting
2. Mission Statement/Value Story
3. Experience Assessment
4. Manager Greeting/Trade Appraisal
5. Vehicle Selection
6. Walkaround
7. Demo Drive
8. Online Menu Presentation
9. Manager Confirmation
10. Delivery/Follow Up

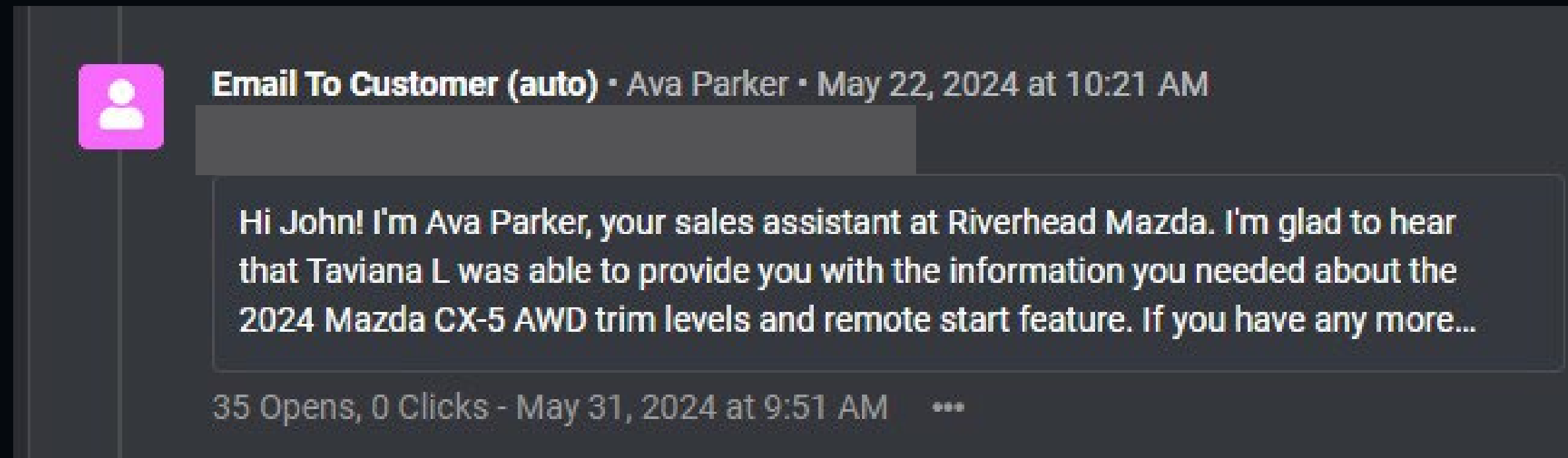
PRACTICAL APPLICATIONS

- OUTSOURCED LIVE CHAT
- OPTION TO TAKE OVER



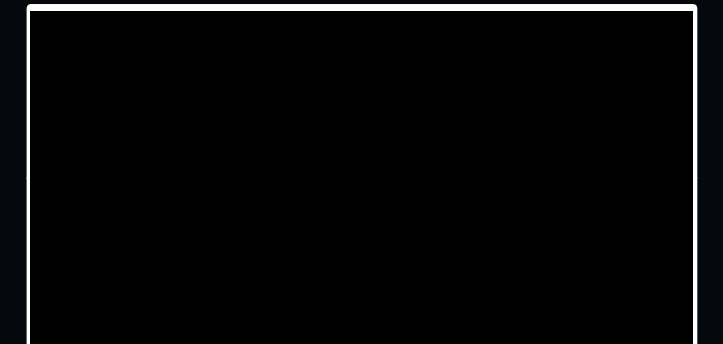
PRACTICAL APPLICATIONS

- AI IN LEAD MANAGEMENT
- INSTANT ENGAGEMENT
- LONG-TERM FOLLOW UP



PRACTICAL APPLICATIONS

- DIGITAL RETAILING IN SHOWROOM



PRACTICAL APPLICATIONS


- DIGITAL RETAILING IN SHOWROOM

OMER

PROTECT

Menu View

Custom View



FINANCE

NEW

2024 MAZDA

CX-5 2.5 S SELECT AWD

\$501.09

72

4.90%

\$3,100

BASE PAYMENT

MO

APR

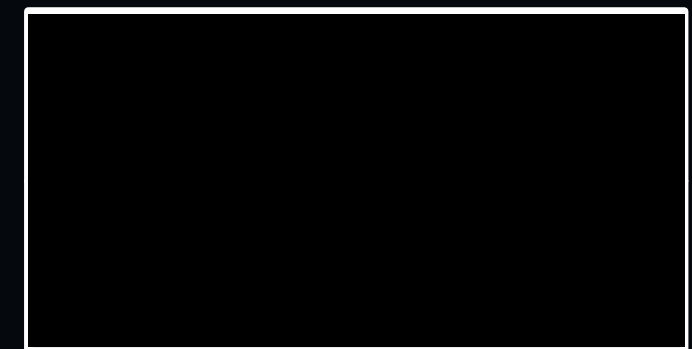
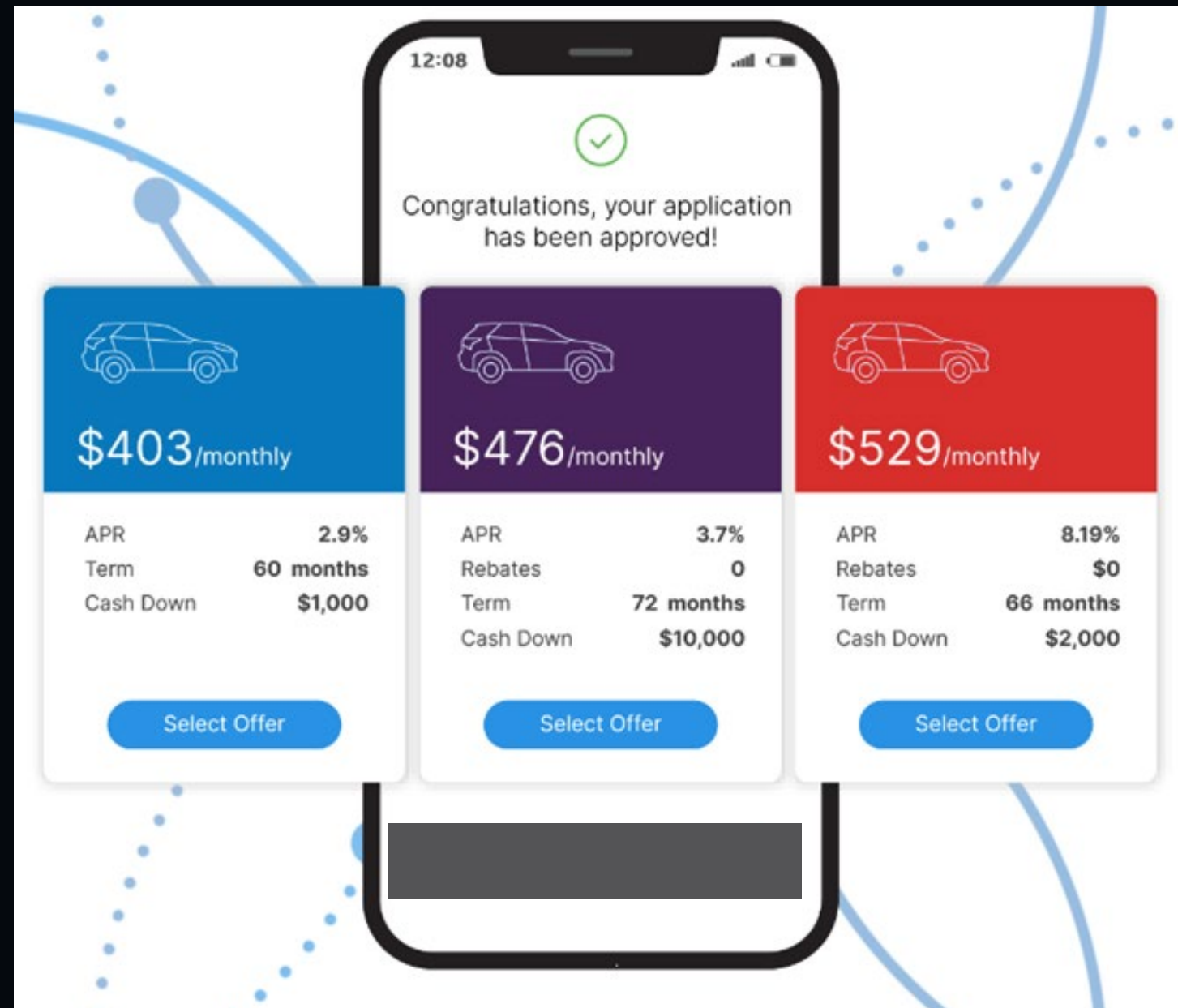
DOWN

Platinum	Gold	Silver	Bronze
<div>Vehicle Service Contract 84 mo / 100000 mi / \$100.00</div> <div>Multi-Coverage Protection 72 mo</div> <div>GAP 72 mo / \$0.00</div> <div>PrePaid Maintenance 48 mo</div>	<div>Vehicle Service Contract 84 mo / 100000 mi / \$100.00</div> <div>Tire & Wheel Protection 84 mo</div> <div>GAP 72 mo / \$0.00</div>	<div>Vehicle Service Contract 84 mo / 100000 mi / \$100.00</div> <div>GAP 72 mo / \$0.00</div>	<div>Vehicle Service Contract 84 mo / 100000 mi / \$100.00</div>
<div>\$574.96 /mo</div> <div>incl. Protection Plans</div> <div>Select</div>	<div>\$562.50 /mo</div> <div>incl. Protection Plans</div> <div>Select</div>	<div>\$539.94 /mo</div> <div>incl. Protection Plans</div> <div>Select</div>	<div>\$536.89 /mo</div> <div>incl. Protection Plans</div> <div>Select</div>



PRACTICAL APPLICATIONS

- AUTOMATED FINANCE APPROVAL



PRACTICAL APPLICATIONS

- AUTOMATED FORMS/E-CONTRACTING

Print F&I Forms

Current Deal: **40384**

Packages

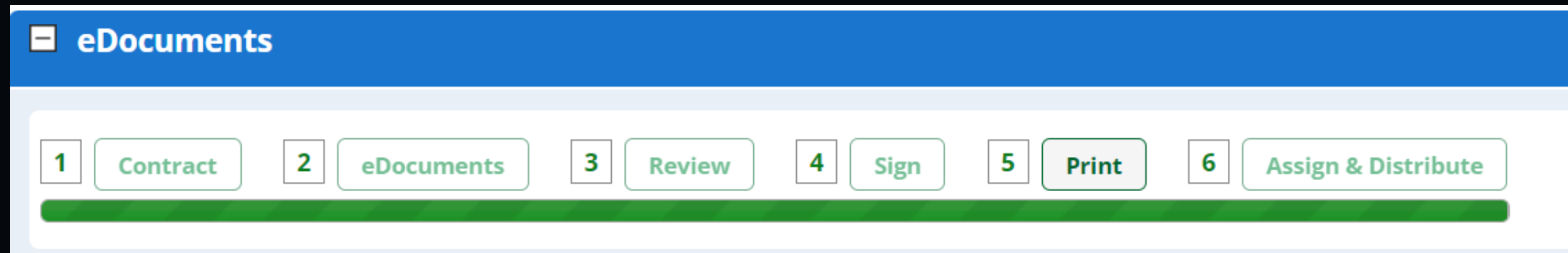
Title
> Used No Trade
> Used with Trade
> New No Trade
> New with Trade

Forms that will print	
Title	Type
Odometer and Damage Disclosure Statement (Sold Vehicle) [NY MV-103 Rev. ...	PDF
Odometer and Damage Disclosure Statement (Trade Vehicle) [NY MV-103 Rev. ...	PDF
Trade In Form	PDF
Power of Attorney Sold Vehicle [Riverhead]	PDF
Power of Attorney Trade Vehicle [Riverhead]	PDF
Mazda Cash Back Form (09261-353 [Aug 2022])	PDF
Reg and Title Estimate Notice (Riverhead)	PDF
Catalytic Converter Etch Kit Acknowledgement	PDF
NYS New Car Lemon Law Consumer Bill of Rights	PDF
Mazda Delivery Checklist (10-23)	PDF
Appointment Request	PDF
Photo Authorization and Release	PDF
Good is Not Good Enough	PDF
Riverhead Mazda Survey	PDF



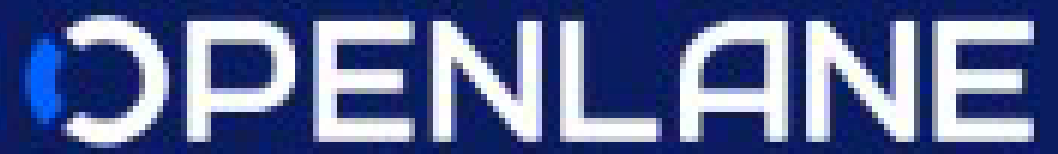
PRACTICAL APPLICATIONS

- AUTOMATED FORMS/E-CONTRACTING
- 100%
- LESS FUNDING ISSUES



PRACTICAL APPLICATIONS

- ONLINE AUCTIONS

The Openlane logo consists of the word 'OPENLANE' in a white, bold, sans-serif font. The 'O' is stylized with a blue circular element. The logo is set against a dark blue rectangular background.

PRACTICAL APPLICATIONS

TIME SAVINGS
2 HOURS/DEAL

THANK YOU
