

POWERFUL SOLUTIONS

For maximum F&I profitability

Certainty Ensures

Clearly, in the Business Office, we each have an obligation to seek communication mastery. Critical thinking skills are a must. As always, let's ask ourselves what sort of information might we share with our Guests to enhance our efforts? Consider how easily we might secure information of service to our production goals, *and* pertinent to our mission of servant leadership. As a colleague regularly states, "If we only had a device." It's at our fingertips, and we need only employ a little creative, problem-solving, investigative thought...

Per an AI Overview, sourced from Google... according to recent data from Bank of America, around 30% of American households are considered to be living paycheck to paycheck, meaning they spend more than 95% of their income on essential needs like food, housing, and utilities; however, surveys often report a higher percentage of Americans feeling like they are living paycheck to paycheck, with some studies showing as many as 50% reporting this experience.

Further AI Overview, from Google, indicates... according to various surveys, between 27% and 69% of Americans have less than \$1000 in savings. The percentage varies depending on the survey and the age group of the respondents.

Then, there is the following data from the Bureau of Labor Statistics...

	Auto Inflation	
	Jan. 2012- Jan. 2020	Jan. 2020- Apr. 2024
New vehicles:	3.2%	20.4%
Used vehicles:	-8.4%	29.5%
Vehicle insurance:	44.9%	46.2%
Vehicle parts/equipment:	0.14%	21.7%
Vehicle repair:	14.1%	48.0%



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Partnership + Performance = Profit

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Certainty Ensures (*Continued*)

Of course, we are not here to fear-monger, but the facts are plain. Obviously, from the data we may easily conclude that inflation, where automobile related expenses are concerned, has increased at a staggering pace since the beginning of 2020! When we consider this information, combined with the fact that *many* folks simply aren't financially prepared for unplanned events, it's plain to see that our Guests will be well-served by the protective nature of our products.

As usual, once we have presented our menu (remaining true to our initial robust column architecture), we will make our recommendation as to which column we feel is most applicable to our Guest's needs. Sometimes, however, enough perspective simply hasn't been provided, yet, and our Guests fail to relate with our tabled points.

At this point (and not before), perhaps we might share with our Guests, "Mary, Mike... I'm confident vehicle prices did NOT seem *too low* to you, when you began your shopping endeavor. In fact, when we consider how incredibly BIG the inflation numbers are, since the beginning of 2020, and the financial strain that inflation in general has placed upon our economy... it's readily apparent that most folks will not be in a comfortable situation facing the realities, alone, of keeping a modern vehicle operating properly."

"No one likes surprises, at least where serious life events are concerned. Everyone takes comfort in knowing their family is safe, they have food on their table, a roof over their head, and the utilities are on. For many of us, our vehicles are a necessity to get us to work, without which we will not possess the means to provide the funds to ensure the bills are paid! No wheels, no job, no money, no certainty!!! Taking advantage of all the shelter, protection, security, and peace-of-mind provided by our products puts CERTAINTY into the equation and ENSURES you enjoy a positive ownership experience!"

Credit for the inspiration provided for this 'Training Tip' goes to JP D. and Matt R. Thank you, gentlemen!

Think about it.

Good luck and good selling!



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