

POWERFUL SOLUTIONS

For maximum F&I profitability

It's What We Do

Anyone who has ever applied for a mortgage knows, the PROCESS takes *many* weeks!!! From beginning to end, borrowing money for the purchase of what is (the *vast* majority of the time) an *appreciating* asset seems to take forever! "Appreciating" does *not* equate to quicker/easier. And oh my, the fees: origination fee, application fee, underwriting fee, processing fee, administrative fee, appraisal fee, title insurance, inspection fee, legal fee, survey fee, etcetera. After the conclusion of all of these investigations/background checks, it's "go" time. We have successfully negotiated the financial survival-course required to secure the loan on favorable terms, proving *our* worth and merit, along the way, and that of the property we intend to purchase. Mercy, we finally get to sign the closing papers!

Not so fast...

There's still the unresolved issue of down payment. Time to write that check! PLUS, if it doesn't add up to at least 20% of the home's value, we still get to pay what is *not* an insignificant amount of additional money for mortgage insurance fees and premium! This is also not an elective. This "fee" is added to our monthly payment to protect the Lender from *ourselves* in the event of nonpayment! Having funded this seemingly never-ending safari of fees and expenses, it would appear as though we were in the clear. Appearances, however, deceive. Anything which goes wrong with what is now *our* home is *our* responsibility!

This is NOT what we do!

What we in the Business Office do is...

Make ourselves available, where possible, to our Lender's Representatives when they visit... This ensures we are up to date on their latest offerings, where *they* are strongest (if applicable) in the current market, and how *their* programs will *serve* our Guests.

Make ourselves available to our Salespeople...

Providing coaching, which doesn't interfere with that of the Sale's Desk, is just the beginning. Anyone truly effective at communicating the value of the intangible has something to offer to this party. Oftentimes, all it takes is a little concern for the welfare of our colleague; to lend an ear and to understand their point. Once engaged, we may find ourselves remarkably well-equipped to provide some much-needed counsel. Afterall, a well-prepared (mentally and emotionally) Salesperson will provide us with more opportunities!



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Partnership + Performance = Profit

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Make ourselves available to process a deal on a vehicle purchase (the *vast* majority of the time a *depreciating* asset), from beginning to end, usually *inside* of one hour...

It is amazing, frankly, that this is usually the expectation: to produce loan documents for someone whom we've just met, sometimes with dodgy credit/credentials, sometimes from a state with whose guidelines we are unfamiliar, purchasing a depreciating asset, oftentimes outside of "book" value; particularly when compared to the mortgage industry's *extreme* time utilization! It is what it is, however. This, all while ensuring compliance with all applicable state, and federal laws. And let's not forget to keep that paperwork clean. CIT's and held offerings will place us in someone's crosshairs.

Makes ourselves available to our Guests...

We will be prepared to share the necessary perspective, with our Guests, as to why *our* products are BEST able to serve *their* needs! Knowing our products in detail will render service to this goal.

Additionally, learning about our Guest's exposure is a top priority! Possessing the necessary intelligence is critical. As far as the vehicle they are purchasing, keeping up with the evolution of technology is a must. That library of knowledge is awaiting our discovery in the Service and Parts Departments. As to our Guest's specific situation, they are awaiting *our* attention to *their* needs just as *soon* as time allows.

AND, having done all these things (and much, much more... if we aren't already aware), we will have ensured that our Guests financing needs are provided...

This has occurred inside an hour (hopefully) *and*, for a *very* reasonable additional investment conveyed (if this is the case), we will have allayed their concerns. If we have been "on message," they will be free to enjoy their ownership experience devoid of much of the usual drama which accompanies the ownership of nice, *complicated* things!

THIS is what we do!!!

Think about it.

Good luck and good selling!

