



**WE
HAVE
TECH
GRADS!**

**WE'RE
HIRING!**



**MEANT TO CONNECT...
CAREERS.MORETHANAUTODEALERS.COM
IS LIVE!**

illuminate POWERED BY ZURICH.®

Lighting the way to
customer-driven
F&I sales.

**FOR MORE INFORMATION,
CONTACT BOB SAVINO AT
717-979-3875 OR
PHILLIP ROSU AT
609-280-6161.**

zurichna.com/illuminate



**ZURICH INSURANCE.
FOR THOSE WHO TRULY LOVE THEIR BUSINESS.**



Universal Underwriters Service Corporation (UUSC), an individual member company of Zurich in North America, is the issuing provider and administrator of Zurich's vehicle service contracts in all states except Florida. In California and New York, UUSC operates under its DBA, UUSC Service Company (CA License #0C17302). In Florida, the issuing provider and administrator is Vehicle Dealer Solutions (FL License #60132). © 2015 Universal Underwriters Service Corporation



VOL2: 2019



3311 Swede Road, Suite A
East Norriton, PA 19401
T: 610.279.5229 F: 610.279.5240
MoreThanAutoDealers.com

OFFICERS

President

Ian Jeffery

Volvo Cars of Fort Washington

Vice President

Maria Pacifico

Pacifico Ford

Pacifico Hyundai

Pacifico Mazda

Secretary/Treasurer

Jason Friedman

Colonial Nissan

Immediate Past President

David Kelleher

David Dodge Chrysler Jeep Ram

DIRECTORS

Joseph Bush

Bush Auto Group

Drew Fitchett

North Penn Mazda
North Penn Volkswagen

Jeff Glanzmann

Glanzman Subaru

Jay Haenn

Lansdale Chrysler Jeep
Dodge Ram Fiat

Peter Lustgarten

Concordville Nissan Subaru

Irv Stein

Keystone Volvo Cars Berwyn
Keystone Volvo Cars Doylestown

HONORARY

Jay Dunphy

Dunphy Ford

Mark A. Frankel

Joseph P. Moore, Jr.

Kerry T. Pacifico

Pacifico Ford

David B. Penske

Penske Buick GMC Truck

James A. Peruto

Keenan Auto Group

Daniel H. Polett

Lexus of Chester Springs
Wilkie Lexus

Peter H. Watson

EXECUTIVE DIRECTOR

Kevin Mazzucola

Upcoming Events:

OPEN TO ALL DEALER MEMBERS

MoreThanAutoDealers.com/MEMBER-EVENTS/

BLACK TIE TAILGATE

Date: Friday, Feb 7, 2020

Location: PA Convention Center

PHILADELPHIA AUTO SHOW

Date: Feb 8-Feb 17, 2020

Location: PA Convention Center

More:

For advertising opportunities, please contact

Andrea Simpson -

andrea@adagp.com or 610-279-5229.

For past issues of The Driving Force, please visit

morethanautodealers.com

select *Members* & click *Publications*.



MoreThanAutoDealers.com

EDUCATING | GIVING | CONNECTING

Ad Index:

Pg. 11 ACV Auctions

Pg. 31 Ardex

Pg. 25 ATC

Pg. 35 Bank of America

Pg. 32 Boyer & Ritter

Pg. 23 Colors on Parade

Pg. 27 Comcast

Pg. 21 Daniel Ferrari

Pg. 17 David Lewis

Pg. 30 EisnerAmper

Pg. 34 Inquirer

Pg. 30 Key Bank

Pg. 33 Lincoln Tech

Pg. 36 Maxim / Profit for Design

Pg. 26 McNeese

Pg. 23 NBC10

Pg. 32 PHL17

Pg. 29 Resources Mgmt Group

Pg. 04 Turnkey Automotive Solutions

Pg. 15 Turnkey Automotive Solutions

Pg. 19 Turnkey Automotive Solutions

Pg. 17 UTI

Pg. 28 VoynowBayard

Pg. 24 WithumSmith+Brown

Pg. 07 WPVI-6abc

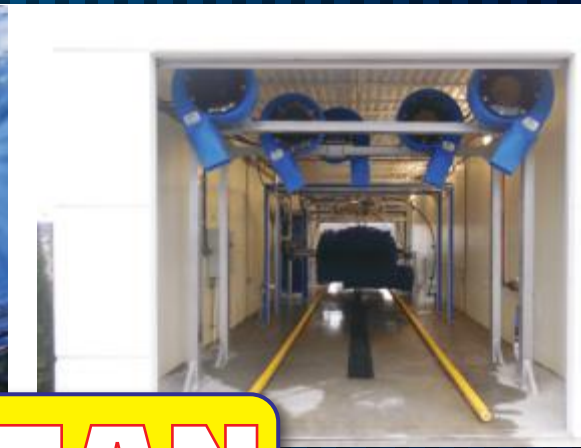
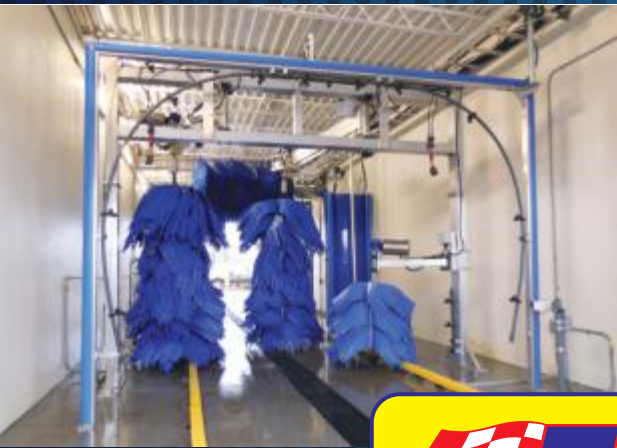
Pg. 02 Zurich



MORE **WASH POWER**™



GET AHEAD OF YOUR COMPETITION
GET MOTOR CITY



 **FLEET CLEAN**

Fleet Clean™ Systems are specifically designed for Rental Car Agencies, Auto Dealers, and Fleet Operators seeking to incorporate a vehicle wash into the nucleus of their operation - either as a fleet cleaning workhorse, a value added customer service, or as an additional profit center. Our systems are rugged and built to stand up to the toughest conditions. They require minimal space and include pre-engineered plumbing and electrical solutions. The Fleet Clean is simple to operate and ensures superior cleaning power with maximum throughput and uptime, and boosts customer satisfaction and bottom line revenues. Fleet Clean has four base models to choose from, and can be customized to fit your needs for any size vehicle fleet.

- ✓ Reduce Labor Costs
- ✓ Increased Customer Satisfaction
- ✓ Process up to 60 Cars Per Hour
- ✓ Attract & Retain Service Customers
- ✓ Create a Superior Experience
- ✓ Increase Traffic for New Car Sales

TURNKEY
AUTOMOTIVE SOLUTIONS

For More Information About Our Car Wash Systems, Please Contact:

Phone: 610-275-6600

Email: info@tascleancars.com

Web: www.turnkeyautomotivesolutions.com

Manufacturer of Exceptional Carwash Equipment



 866.362.6377

 sales@motorcitywashworks.com

 www.motorcitywashworks.com

Motor City Wash Works, Inc. | 48285 Frank Street | Wixom, Michigan 48393

FROM THE ADAGP President

Hello Fellow Dealers and Associate Members,

I hope fall has been good to you and your places of business thus far.

It's been a busy season for your Association staff and Board of Directors. First things first, plans are well underway for the 2020 Philadelphia Auto Show, which is scheduled for February 8-17th—a full ten days! We are excited to announce that we will be open over Presidents' Day this year, giving guests an extra day to see the show over the holiday weekend. Also, mark your calendars and save the date for our next Black Tie Tailgate on Friday, February 7th. The Department of Nursing at Children's Hospital of Philadelphia will be our featured beneficiary once again. This is the first time we are partnering with a specific department for a third year in a row. The Department of Nursing has been an excellent partner, setting new event records in both 2018 and 2019. We cannot wait to see what they do in 2020. Stay tuned for more details.

Second, our Driving Away the Cold program is in full swing right now, where we are putting more than 52,000 brand-new winter coats on the backs of area kids that need them most. It's an incredible time for our Foundation and we thank the 170 dealers that participated in the program this year. Hats off to our Associate Members who also did their part. It's amazing what we have accomplished thus far through this program (giving more than 419,000 new coats since 2008) and the good work we are doing together to better our communities.

Next up—technicians. Your Association is dedicated to help address the need for qualified technicians for all of us. As you'll read, we have our new Career Portal now up and running at [Careers.MoreThanAutoDealers.com](https://careers.morethanautodealers.com). Please be sure to check it out if you haven't already. This will serve as a great link between us and the employment teams at the best post-secondary schools in our region. We also held a very successful Onboarding Workshop with NADA recently, which you'll read more about in the coming pages. We are making great strides in this area that we know is so very important to all of us. And, we will continue to do so. Big thanks to our Advisory Council on Employment (ACE) who have spearheaded many discussions along the way. As always, if you have any thoughts, questions, etc. please feel free to call the Association at 610.279.5229.

See you soon,

Ian



Ian Jeffery



FROM THE EXECUTIVE DIRECTOR

Howdy,

I'm talking techs today. There are approximately 75 dealer trade associations similar to ours in the country--50 state organizations, like our friends at PAA, and 25 from large metropolitan areas referred to as metros. That is what we are. In fact, we have been "metroing" since 1904. Regardless of what kind of association you are, all your members have issues with recruiting and maintaining technicians.

Why, how much, and breadth of them has been discussed to death. I'm tired of talking about it. The questions is - what is being done about it? Many associations are trying to tackle the issue in their own way: taking different angles based on strengths of the organization and the area they are in. There are different ways to skin the cat (Before PETA barks, I dig cats and would never skin them), or as Grandma Mazz said, there is more than one way to cook an egg. And in our kitchen, I think we are cooking the egg in a way best for us.

In our area, we have the benefit of several strong post-secondary schools, including two Automotive Training Centers (ATC), Universal Technical Institute (UTI), Lincoln Tech and Community College of Philadelphia's Automotive Program. They graduate approximately 1K students a year. These students are investing in their career, most of them at \$40-45k per click. However, do you know what most of them are not doing? They are not going to work for you, our franchised dealers upon graduation. Only 1/3 is doing that. That is atrocious and that is where we are focused. That low hanging fruit needs to be better harvested. That's our egg.

Amazingly, more than 100 dealers have registered their stores on our newly-launched Career Portal, which connects dealerships to the employment departments of each of these schools, providing details on the jobs available, the culture and the onboarding process to a career path providing success. All the schools have entered the process as well, providing information on the



number of students looking for jobs, when they'll graduate and in what discipline, etc. It's a mutually-beneficial tool.

The other is the onboarding of these new graduates. Young people today have different thoughts and ideas of what they wish for and want in a career. And, it doesn't matter whether you like it or not, they are the work force that is coming. The dealers that can absorb this and mold themselves to provide an environment for success will be successful themselves.

On September 19th, after working with NADA to develop an onboarding curriculum this year, we held a workshop dedicated to ensuring that dealers have all the information and tools needed to come up with an appropriate onboarding process for their business. In my 20+ years here, I have never seen the building as full as it was that day. Approximately 100 dealership personnel were in attendance, representing well more than that in rooftops. This speaks to the need, the desire and an importance to your business. The goal is to increase that 300 per year going to franchised dealers to 600. After several years that can have a great impact. So, let's keep cooking.



Kevin Mazzucola

THERE'S GOES THAT ACTION NEWS VAN AGAIN!



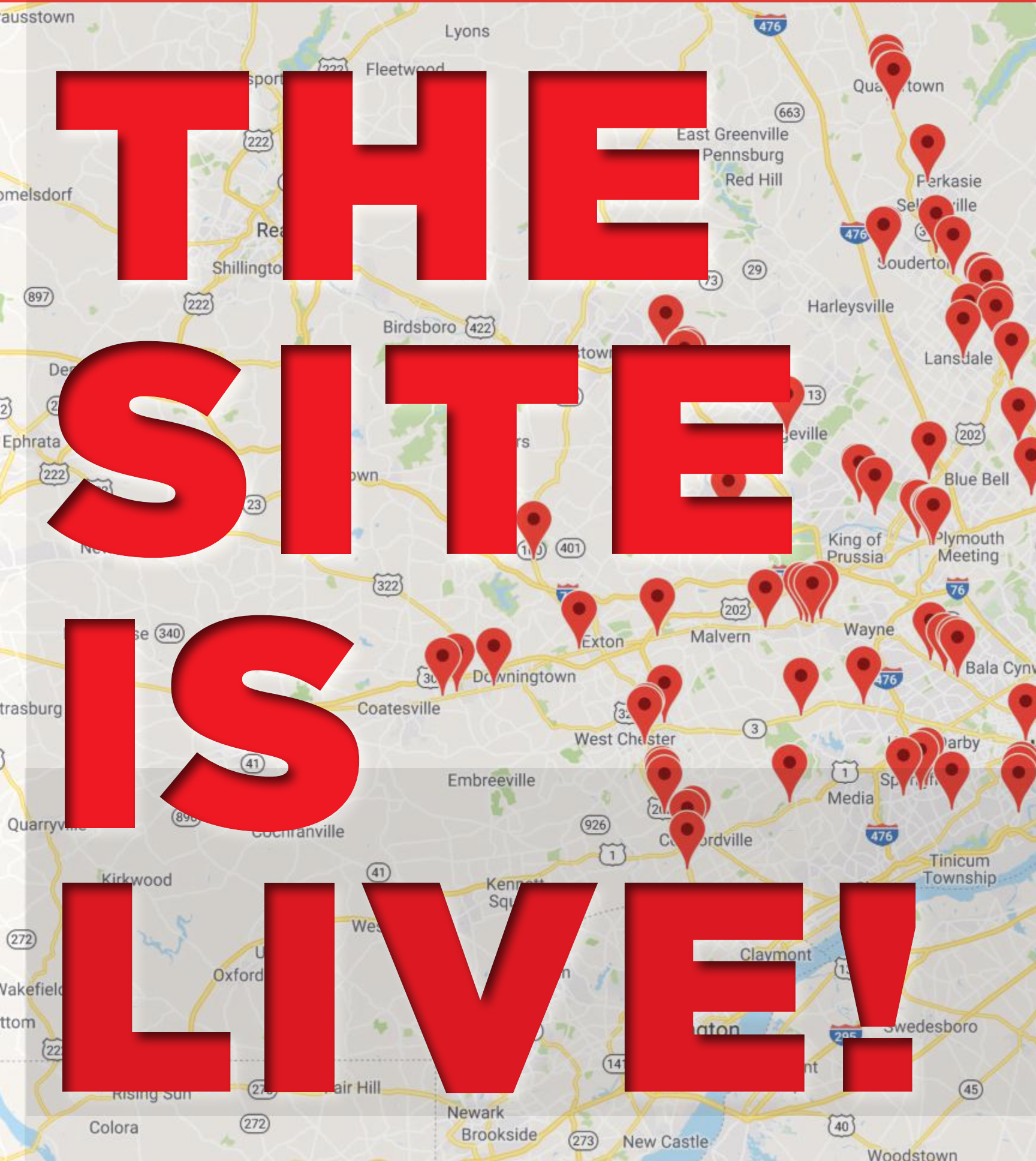
ACTION NEWS

Enter location



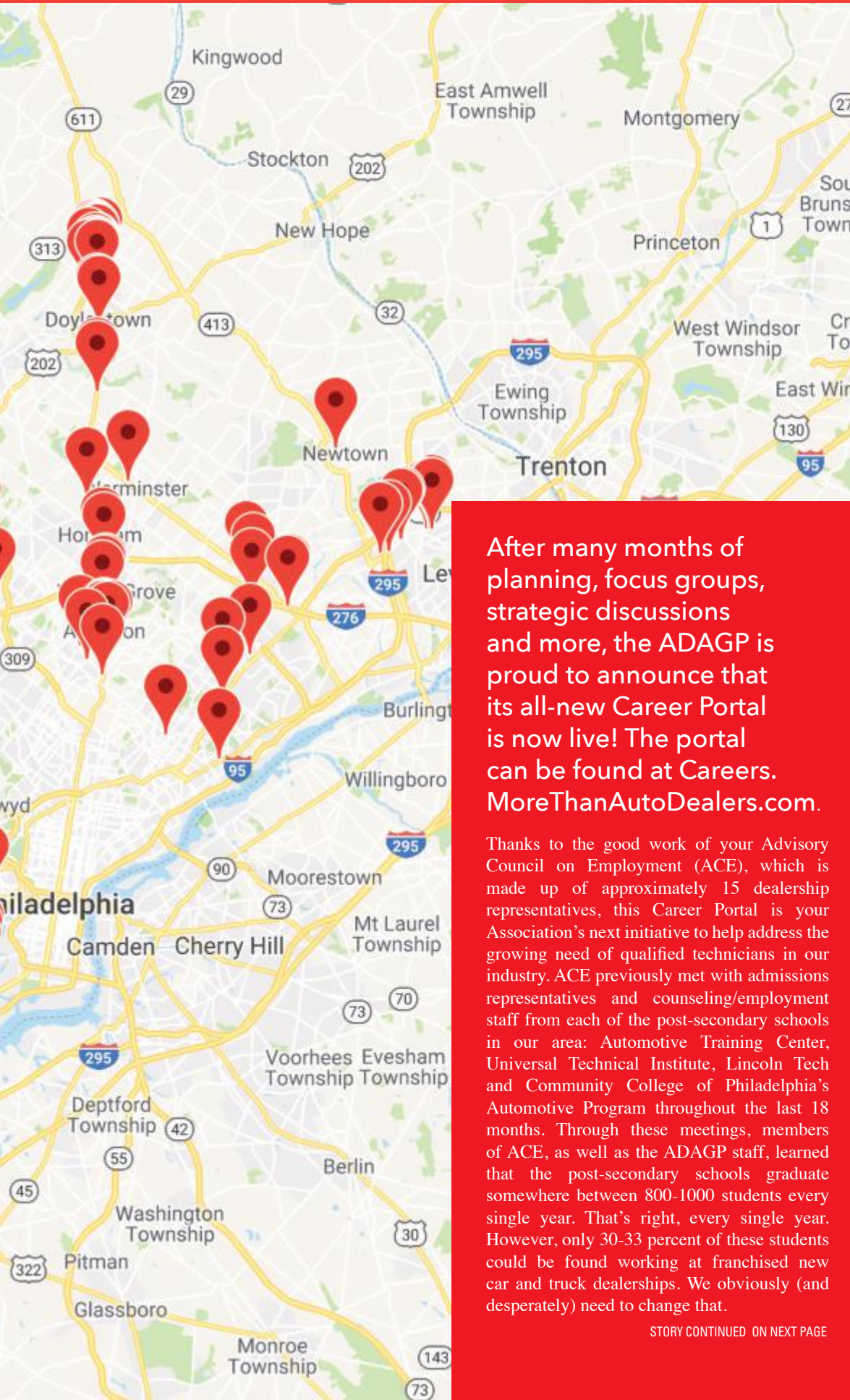
10 mi

THE SITE IS LIVE!



AUTO DEALERS CAREERS

FIND A DEALERSHIP



After many months of planning, focus groups, strategic discussions and more, the ADAGP is proud to announce that its all-new Career Portal is now live! The portal can be found at Careers.MoreThanAutoDealers.com.

Thanks to the good work of your Advisory Council on Employment (ACE), which is made up of approximately 15 dealership representatives, this Career Portal is your Association's next initiative to help address the growing need of qualified technicians in our industry. ACE previously met with admissions representatives and counseling/employment staff from each of the post-secondary schools in our area: Automotive Training Center, Universal Technical Institute, Lincoln Tech and Community College of Philadelphia's Automotive Program throughout the last 18 months. Through these meetings, members of ACE, as well as the ADAGP staff, learned that the post-secondary schools graduate somewhere between 800-1000 students every single year. That's right, every single year. However, only 30-33 percent of these students could be found working at franchised new car and truck dealerships. We obviously (and desperately) need to change that.

STORY CONTINUED ON NEXT PAGE

☆ FILTER ≡

141 Dealerships Found

KEYSTONE VOLVO BERWYN
497 E Lancaster Ave Berwyn, PA 19312



Add to Favorites ☆

🕒 Today's Hours: -

Full Time Positions: 2 Part Time Positions: 1

KEYSTONE VOLVO DOYLESTOWN
235 S Main Street Doylestown, PA 18901



Add to Favorites ☆

🕒 Today's Hours: -

Full Time Positions: 2 Part Time Positions: 1

PORSCHE WARRINGTON
1607 Easton Rd Warrington, PA 18976



Add to Favorites ☆

🕒 Today's Hours: -

Full Time Positions: 1 Part Time Positions: 0

AUDI WARRINGTON
1607 S Easton Rd Warrington, PA 18976



Add to Favorites ☆

🕒 Today's Hours: -

Full Time Positions: 1 Part Time Positions: 0

SPRINGFIELD FORD LINCOLN
50 Baltimore Pike Springfield, PA 19064



Add to Favorites ☆

🕒 Today's Hours: 9:00 AM - 9:00 PM

Full Time Positions: 2 Part Time Positions: 2

STORY CONTINUED FROM PAGE 09

Hence, the development of our one-of-a-kind Career Portal. This unique portal allows ADAGP dealer members (a.k.a. dealers in the five-county area of Greater Philadelphia) to create and maintain their own profile by store and list their current job openings. (In fact, more than 100 have already done exactly that!) While logged in, dealers are also able to view a list of students currently enrolled at the local post-secondary schools, their field of expertise, anticipated graduation date and more. Correspondingly, through the student view, potential candidates/applicants can see the respective dealership profiles and a list of available openings (both full-time and part-time positions). They can also search the profiles by radius and other filters. Further, the employment/guidance teams at the respective post-secondary schools can take an even deeper look at the opportunities available and view key information such as salary details and review them with the student appropriately.

“This portal not only aims to help place qualified technicians at dealerships but also strives to make it their first choice of employment,” said Hector Guzman, field director of the ADAGP. “First is the key word here. By bridging the gap between our dealer members and the counseling/employment teams at the post-secondary schools, everyone will be better for it. The schools will have a better understanding of what’s available for their students and dealers will have access to pools of candidates like they never have before. In addition, an ongoing and healthy discussion on needs for all parties involved is underway. It truly is a win-win situation.”

The Career Portal is just one of several technician-focused initiatives being conducted by your Association. Trust us when we say we hear you about the shortage of qualified technicians in your service departments and we are here to help. For more details on the portal or any other ADAGP activities related to technicians, please contact Hector Guzman at 610.279.5229 or hector@adagp.com.



**THE PRIMARY
FOCUS OF THIS
PORTAL IS TO
PLACE QUALIFIED
TECHNICIANS AT
DEALERSHIPS AND
MAKE IT THEIR
FIRST CHOICE OF
EMPLOYMENT.**

Hector Guzman,
Field Director of the ADAGP





Proud Partner of the Auto Dealers Association of Greater Philadelphia

✓ You're The High Bidder!

CURRENT BID:

\$32,700

TIME REMAINING:

3:29

BID + \$100

PROXY BID

**Join the *fastest* growing
dealer-only auction in the nation today.**

Sign up now!

1-800-553-4070

ACVauctions.com



DRIVING AWAY THE COLD

One in six. We write it often and we say it even more. Why? Because that is how many children in the five-county area of Philadelphia live in poverty. As a reminder, the federal definition of poverty is a family of four living on an annual income below \$25,900. This staggering statistic equates to more than 175,000 children in need in our region. And, this fall, your Auto Dealers CARing for Kids Foundation is doing its part to help them through its twelfth annual Driving Away the Cold Program.



WE ARE REALLY DOING SOMETHING GREAT HERE - TOGETHER

David Kelleher, *President: Auto Dealers CARing for Kids Foundation.*

Approximately 170 dealerships are participating in this year's Driving Away the Cold effort, which is set to distribute a record 52,700 brand-new winter coats to area children this fall, which will bring the program's grand total of new coats given to date to 419,700. That is incredible.

"This program continues to gain momentum amongst our dealers and it's amazing to be a part of it," said David Kelleher of David Dodge Chrysler Jeep Ram, president of the Auto Dealers CARing for Kids Foundation. "To think that we started off giving 18,000 coats our first year to now nearly triple that amount today, is a testament to

who we are and what kind of businesses we run. Members of our community need us and we are doing our very best to help them. Hats off to everyone involved thus far. We are really doing something great here - together."

Looking to do your part? Opportunities to support Driving Away the Cold remain present all-year long. So, if you are an Associate Member who wants to support your dealer association and its efforts or just someone who wants to keep a child in need warm throughout the winter, you can visit MoreThanAutoDealers.com to give. (Hint - Associate Members can click on the member link followed by the Driving Away the Cold page for more

STORY CONTINUED ON PAGE 14





STORY CONTINUED FROM PAGE 13

appropriate details). Many thanks in advance to the Associate Members that have already made contributions and keep an eye out for a formal thank you in our next issue! And, please remember, it only takes a gift of \$20 to keep a child in need warm. Think of what it's like in January and February in our area and note that 100% of your donation will go towards the purchase of brand-new winter coats for Philadelphia-area children who need them most. Our high-quality coats are engineered to last with deep pockets, detachable hoods and a soft fleece lining. And, to a child in need, quality equals dignity! Besides relieving a small financial burden for parents or caregivers, the gift of a NEW coat warms both the body and soul of a child. It can supercharge the recipient's self-esteem and helps him or her to arrive to school warm, ready to learn and to receive two hot meals. For all those reasons, that is why we continue to do what we do and invite others to help us. Thank you again to all who consistently support Drive Away the Cold each year! We believe warmth should never be a luxury and we know you do too. ●



LATHER. RINSE. REPEAT.



SAVINGS BASED ON DEALERSHIP INTEGRATION OF THE LATEST CAR WASH TECHNOLOGIES

WHERE? At each of your dealerships - increasing CSI on a daily basis!

HOW MUCH? Car Wash Savings: Over 50% per vehicle en route to up to \$50K savings per dealership, per year.

WHEN? The sooner the better means greater savings, increased throughput and higher CSI.

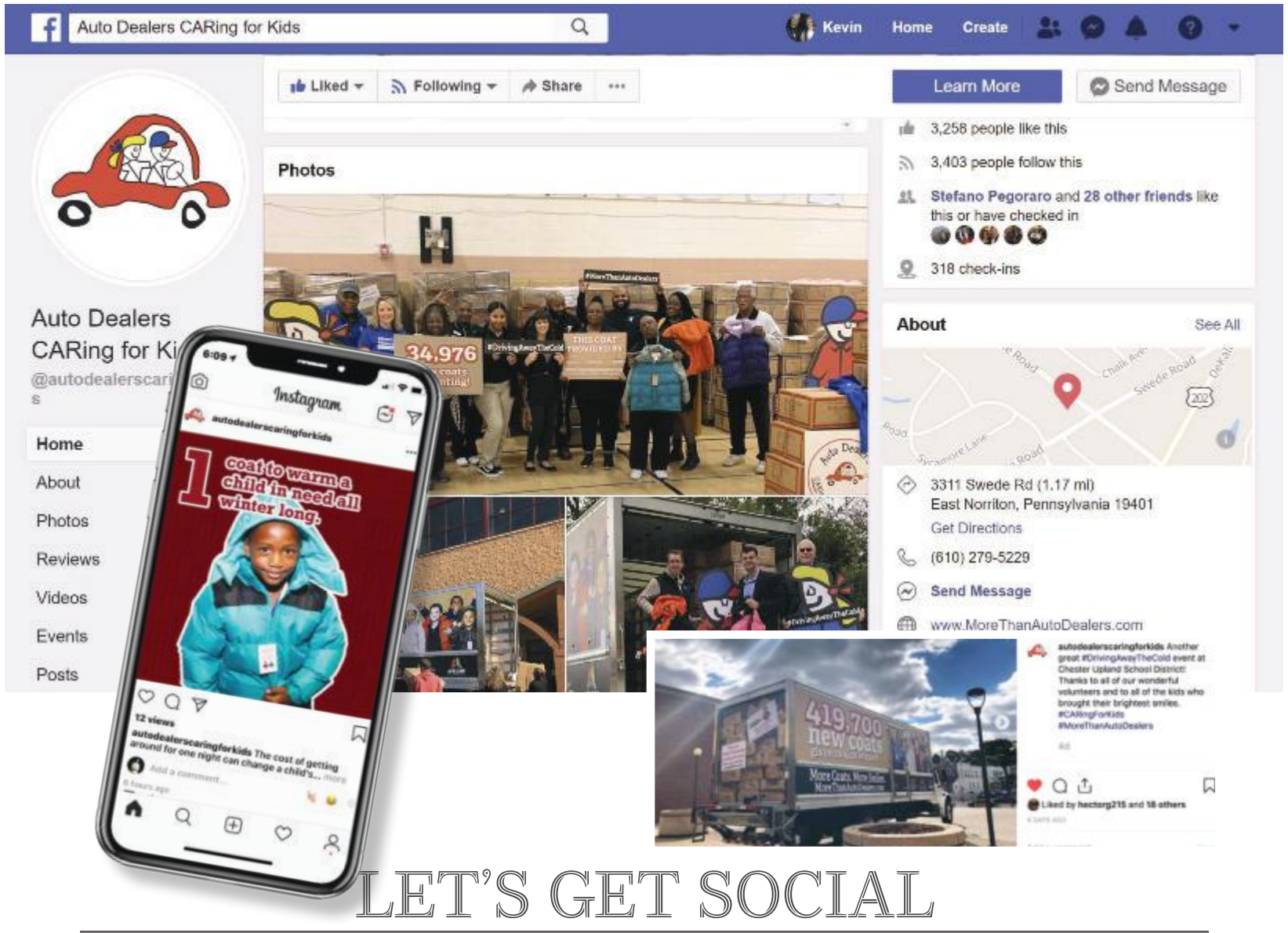
WHO? Turnkey Automotive Solutions (TAS)
We are the turnkey car wash professionals and your partner from construction to service.

TURNKEY
AUTOMOTIVE SOLUTIONS

 **Mark VII**
CLEAN CARS®

DISCOVER YOUR
FULL POTENTIAL
TODAY!

CONTACT US:
INFO@TASCLEANCARS.COM
610.275.6600



LET'S GET SOCIAL

Do you follow us on social media? Hopefully, the answer is yes! If not, let us bring you up to speed on some changes that we've made to our social media platforms (with help from the talented crew at ChatterBlast) and why you need to be our friend, follower, connection, you get the point!

PHILADELPHIA AUTO SHOW

Facebook: facebook.com/phillyautoshow/
 Instagram: instagram.com/phillyautoshow/
 Twitter: twitter.com/phillyautoshow

The Philadelphia Auto Show remains active and unchanged on Facebook, Instagram and Twitter. If you don't follow us, you should. We have approximately 34,000 followers and it's the place where we announce exciting consumer updates and highlights related to the show. It's also a great place to hear the chatter about the event and what consumers are buzzing about. Check it out! The same goes for Instagram and Twitter.

MORE THAN AUTO DEALERS

Facebook: facebook.com/MoreThanAutoDealers/
 Instagram: instagram.com/morethanautodealers/

We recently launched our More Than Auto Dealers accounts on Facebook and Instagram. These outlets will cover a little bit of everything of what we do and focus on telling the educating, giving and connecting portions of our More Than Auto Dealers story. Our goal here is to highlight important industry issues and promote dealerships as great places to work all while showcasing the good work dealers do in our communities. Occasionally, you'll see shares

from our Auto Show and Foundation outlets to help create additional synergy between all accounts. We highly encourage you to tag our More Than Auto Dealers channels when appropriate when you are posting your own good news, good works, etc. and don't forget to include #MoreThanAutoDealers in your copy! We'd love to populate social media with this, and you can help us do that!

CARING FOR KIDS FOUNDATION

Facebook: facebook.com/autodealerscaringforkids/
 Instagram: instagram.com/autodealerscaringforkids/
 Twitter: twitter.com/AutoDealersCFKF

Did you know our Auto Dealers Caring for Kids Foundation has given nearly \$14 million to area children's charities, organizations and more? Our Foundation and its efforts have grown so much over the last few years, they deserve their own platforms to talk about it! Please make sure to check them out. And, remember, we love hashtags! If you are a Driving Away the Cold participating dealer and you took a great picture of your team delivery your coats, tag us! Do you have a group of staff members that always support the Black Tie Tailgate? Tag us! Do you lend a vehicle for one of our Tech Comp teams to practice on? We smell another tagging opportunity! By us showcasing all the good work your Foundation (and its dealer members) does, it only helps strengthened our overall More Than Auto Dealers message. So, #CaringForKids—write it down, make a mental note or show this article to your own social media team.

Any questions? Feel free to reach out to Andrea Simpson at andrea@adagp.com. ●

GET
THERE.
FASTER.
SMARTER.

DIESEL AND AUTO TECHNICIANS ARE IN DEMAND



Graduate in less than a year.¹

Since opening our state-of-the-industry campus in Exton, Universal Technical Institute (UTI) has been helping Philadelphia by training technicians to learn the skills that can keep our community running.

Celebrating more than 220,000 graduates at our campuses nationwide, UTI works with manufacturers of 35+ leading brands to create programs that help students turn their passion into opportunities so they can meet the demands of employers and industry.²

Visit **Exton.UTI.edu**



¹Some programs may require longer than one year to complete. ²UTI is an educational institution and cannot guarantee employment or salary. For important information about the educational debt, earnings and completion rates of students who attended this program, visit www.uti.edu/disclosures.



CONGRATS

Congrats are certainly in order for one of our own! David Kelleher, president and dealer principal at David Dodge Chrysler Jeep Ram in Glen Mills, is PAA's nomination for the 2020 TIME Dealer of the Year award. The entire class of nominees was announced by TIME on October 21st.

David is one of a select group of 50 dealer nominees from across the country who will be honored at the 103rd annual NADA Show in Las Vegas on February 15th. The announcement of this year's annual award was made by Susanna Schrobsdorff, chief partnerships officer, TIME, and Doug Timmerman, president of Auto Finance for Ally Financial.

The TIME Dealer of the Year award is one of the automobile industry's most prestigious and highly-coveted honors. Recipients are among the nation's most successful auto dealers who also demonstrate a long-standing commitment to community service.

"My lifetime of philanthropy made possible by my career as an auto dealer has come with so many rewards," nominee David said. "The more I affect our community positively, the better I do in business. The joy of helping others – and the karma return on investment – is the great award of my lifetime."

After graduating from the University of Pennsylvania with a degree in political science in 1990, David was on his way to law school when his life took a different turn. "I needed a job to earn the money to continue my education and read an ad in the paper stating I could make \$50,000 a year selling cars," he said. "I got the job and in the first year, I made more than my friends from Wharton working on the Stock Exchange. So I became a car guy."

David worked in a few dealerships in Pennsylvania and New Jersey before buying into a struggling store in Havertown. He turned it around, sold his investment and purchased his present dealership in 2005 with the help of Chrysler. "The store, Raymond Dodge, was selling 46 cars per month," he said. "My daughter was one month old, and I was less than broke. But our first month in business, we sold 126 cars, and in three years, I was able to pay back Chrysler."

And David realized the importance of giving back to his community early on. Not long after he opened in 2005, he was approached by a

client and asked to donate a car for a raffle to help a local Catholic school that was about to close. "A 9-year-old boy named Tommy, who attended the school and had cystic fibrosis, had asked Make-A-Wish to save his school," he explained. "When told that wasn't possible, he asked to fly to Rome, meet the Pope and ask him to save his school. The story was so compelling, without an ounce of fiscal sense, I pledged a car." Through fundraising efforts, the school, St. Cyril of Alexandria School in East Lansdowne, remained open for six more years.

"Tommy has remained healthy, graduated and bought his first car from me a couple of years ago," David said. "And his parents had been clients since the donation. Good karma has always been my reward."

David is equally committed to CityTeam Chester of which he has provided thousands of brand-new winter coats to via our Driving Away the Cold effort.

"My dealership is just 12 miles from Chester, but the proximity socially is a million miles," he said. "I was so moved by the CityTeam volunteers, the people and most of all, by the children, that I found myself committed to also aid in Thanksgiving meals and participating in their Adopt a Child Christmas gift program."

He added, "To date, we have distributed 3,454 brand-new coats to kids for winter. I've provided 4,008 jars of apple sauce, 2,508 boxes of cake mix and 3,283 bags of stuffing for families struggling to have a Thanksgiving dinner. And through the Adopt a Child program, we have provided presents for Christmas morning to 3,180 kids."

In addition, David supports numerous charities and nonprofits, including the American Red Cross; Cystic Fibrosis Foundation; Children's Hospital of Philadelphia; Cancer Support Community; Chadds Ford Historical Society, as well as local schools and many other organizations.

David currently serves as your Auto Dealers Caring for Kids Foundation President. He served as your ADAGP President in 2017 and 2018, therefore, your Association staff has had the privilege to work very closely with David. And, we could not be more excited for him and his nomination. It is so well-deserved, and we wish him the very best of luck in February! ●

PURCLEAN™

SPOT-FREE RINSE SYSTEMS

AUTO DEALER SERIES

*TURN YOUR ENTIRE INVENTORY INTO A SHOWROOM
OF CLEAN SPOT-FREE VEHICLES*



FEATURES –

- Compact skid design – requires minimal footprint
- Glass, chrome and painted areas dry perfectly spot-free
- Clean 45+ vehicles in just one hour
- Bring the wash bay to your vehicles
- Minimizes labor - No more towel drying vehicles
- Patent pending Water Stabilizer - Eliminates the need and ongoing expense of a water softener
- Automatic membrane flush - Prolongs membrane life
- Quality Light - shows incoming water quality
- Low pressure shut off safety feature
- Minimal maintenance required
- Engineered and manufactured in the U.S.A.
- ETL Listed

PURCLEAN™ LOTMASTER
PACKAGE II



ALSO INQUIRE ABOUT OUR PURWATER™
WATER RECOVERY SYSTEMS

BACK: SUPPORTING PRODUCTS,
SYSTEM DIAGRAM &
ADDITIONAL SPECIFICATIONS

TURNKEY
AUTOMOTIVE SOLUTIONS

INFO@TASCLEANCARS.COM
610.275.6600

NEW WAVE INDUSTRIES
3315 ORANGE GROVE AVENUE
NORTH HIGHLANDS, CA 95660
800.882.8854

NEWWAVE
INDUSTRIES™
LTD.

WWW.PURCLEAN.COM



FROM THE SCHOOLS: A STUDENT SPOTLIGHT

With the industry-wide problem of finding qualified technicians facing many, it's equally important to shed light on success stories. Take a look at Dan's story for inspiration, which was shared by Trisha Devine, Assistant School Director, Automotive Training Center (ATC).

When I was approached to participate in an article for this magazine regarding a topic related to today's automotive students, I immediately thought of Dan Groce. Dan has a story about his training at ATC and his career path that we hope for all ATC students to achieve.

Prior to attending ATC, Dan attended Penn State University studying Psychology. Dan did well and attended for a year but realized it wasn't a good fit. Dan always had his hands on his own vehicles doing minor repairs and really enjoyed it. Dan comes from a family that enjoys watching Formula 1 racing and the Australian V8 Supercar series. Dan found that when he was spending time with his family watching these events, he was very interested in the mechanics of the cars and how they were able to perform the way they did.

Dan started at ATC on August 23, 2018 in the Automotive and Hi-Performance program. Dan chose the Hi-Performance program because he wanted the additional knowledge of engine rebuilding. Dan came to ATC with a full-time job at a lube station. Dan had to reduce his hours at the lube station in order to attend ATC full-time. During Dan's new student meeting with me, there was a discussion about part-time employment in the automotive field. Dan and I discussed a part-time opening at Thompson Lexus in Doylestown for an apprentice technician. Dan pursued the lead, and within one

week, he was given an offer to come work for Thompson Lexus. Dan gave his two weeks-notice at the lube station and began his career at Thompson Lexus.

Dan was hired part-time as an Apprentice Technician at Thompson Lexus in Doylestown. Dan's job duties consisted of assisting technicians with tire rotations, oil changes, brakes and other minor repairs. He worked in this role for six months. Dan demonstrated a strong work ethic and aptitude to learn new skills. He was then given the opportunity to manage his own bay and perform repairs on his own. A few months later, Dan was invited to participate in Lexus Technical Training. He was also offered a full-time position upon graduation from ATC. Dan is expected to graduate on April 20, 2020. Dan has begun performing more technical repairs at the dealership, sometimes spanning a few days. He feels this increase in more technically-advanced repairs and electrical diagnosis is better preparing him for his full-time position upon graduation.

Dan's advice to any person interested in pursuing a career in the automotive field is "never assume you know everything. Mistakes are going to happen. You cannot learn enough. You need to be driven to get the results you hear everyone talk about that are available to you in this field. ATC set the foundation for my success in the automotive field. It is how you as a person use the information you have learned here to determine your success."

From the Schools is a new column you can expect to see in upcoming issues of the Driving Force. If you have any questions about the content featured, please contact Andrea Simpson at andrea@adagp.com. ●

Your people are your most valuable asset



With 3 locations to serve you, the DLA Automotive Training Centers offer all dealerships the ability to engage in top notch training.

Salespeople • Sales Managers • Internet/BDC Managers • Internet/BDC Staff • F&I Service Advisors • Service Managers • Parts Managers • Body Shop Managers

 **David Lewis**
& Associates, Inc.

PHILADELPHIA – MONTVALE – PITTSBURGH

For more information regarding available DLA courses, please call 800-374-3314 ext. 215
or visit us online at: www.davidlewis.com



All Onboard

More than 100 dealer representatives joined us for not only our first-ever but the nation's first-ever Fixed Ops Onboarding Workshop hosted by NADA on September 19th at our offices.

NADA Instructor Mike Fullam, along with ADAGP Field Director Hector Guzman, led an interactive workshop that hit hard on many of the issues facing our industry with the hiring of and keeping quality technicians on staff.

The day opened with a quick ice breaker that challenged dealers present to discuss key personnel challenges overall. Common themes of cell phone use, personality conflicts, a general disposition (of new hires) of “just not wanting to be here,” could be heard from every group. The level of frustration with the current cultural climate was certainly palpable. Of equal frustration was the cost of turnover.

Research suggests that turnover can cost the dealership 30-50 percent of an entry-level employee's salary, 150 percent of a mid-level employee's salary and/or up to 400 percent of an executive or highly-specialized employee's salary (i.e. Master Technician).

Why does it cost so much? For several reasons, as you know, you must advertise the position. There is also much time spent by those involved in the hiring process as well as several training investments made. And let's not forget the loss of productivity. The average service technician generates \$805 per day in gross revenue (including parts). If you multiply that \$805 by the number of days the position is vacant, well, simply put, it adds up significantly.

So how can we tackle these issues to reduce turnover? Where do we start?

Mike's presentation centered around the 4Cs of onboarding: Compliance: Understanding policies and legal regulations; Clarification: Comprehending job roles and responsibilities; Culture: Appreciating organization's values and norms; and Connection: Developing social and information networks. (Interesting note - surveys show only 20 percent of companies practice all 4Cs through a structured onboarding process. Are you one of them?)

After a general review of the 4Cs, topics related to each “C” were highlighted. Key points of discussion included mentor characteristics, training and bonus programs; career path review and specifics; appropriate pay structures that work for you; what competitors are doing and offering; and the benefits of a great onboarding program. Another important stat from recent studies – with effective onboarding, 91 percent of new hires stay through the first year and 66 percent stay at least three years. Further, organizations with effective onboarding programs have 54 percent better employee engagement and a 63 percent year-over-year improvement in customer satisfaction. Pretty impressive numbers right there.

Immediate feedback from the workshop attendees indicated that most could envision these statements being true in their world. They found all the data and ideas presented extremely useful and thought-provoking. The ADAGP thanks NADA for this wonderful opportunity for our members. We hope to have more collaborations in the future that are beneficial to all parties involved. If you were able to join us at the event, please check your inbox for our follow-up survey. We appreciate any and all feedback! For questions or to learn more, please contact Hector Guzman at 610.279.5229 or hector@adagp.com. ●



**Take back control.
Own your recon process.**

The CarLove Recon Advantage Program by Colors on Parade simplifies processes, eliminates risks, and fixes costs for dealerships.

The Recon Advantage Program

- Developed using our 30 years of reconditioning experience
- Increases pre-owned sales
- Decreases cycle time
- Creates service drive profit center

Services

- > Glass
- > Exterior Paint
- > Wheels
- > Exterior Non Paint
- > Dents
- > Interior



Get in the driver's seat.

(484) 354-8221 | www.ColorsOnParade.com

FRANCHISES AVAILABLE



CPAs • AUTOMOTIVE ADVISORS

Our team has extensive knowledge and experience with the automotive industry. We have over 30 years of experience with automotive accounting and related industry and tax matters. We have the necessary training and skill to respond to the diverse needs of our clients.

Please contact one of our partners for a free consultation.

Daniel J. Ferrari, CPA
Amy M. Dillon, CPA
John J. Entz, CPA

2755 Philmont Avenue, Suite 210
Huntingdon Valley, PA 19006
215-914-1400
www.danferrari.com

PROFESSIONALISM • QUALITY • RESPONSIVENESS



**TWO STATIONS • ONE MISSION
BOTH AT YOUR FINGERTIPS**



DOWNLOAD THE APPS TODAY



BEING MORE

Hats off to Concordville Nissan & Concordville Subaru

In early September, Concordville Nissan & Concordville Subaru collectively donated \$7,300 to Nemours Hospital to help the fight against childhood cancer. The dealerships have been supporting the great work of Nemours Hospital for more than fifteen years. Their latest efforts took place last Labor Day (and the day prior) when they donated \$100.00 to Nemours for every new Nissan or pre-owned car sold. The ADAGP salutes both dealerships for their dedication and support of Nemours' important practices and helping children in need of healthcare.

Well done, Ardent Credit Union!

Ardent Credit Union recently held an internal fundraising campaign where they invited their employees to support our Driving Away the Cold program. They created flyers to explain what Driving Away the Cold is all about and the growing need in our area. These flyers were posted throughout their offices and placed on employee desks. The company even created a special account online that employees could directly transfer money to and sent email reminders right before paydays. The results? An additional \$1000 donation was added to our Driving Away the Cold coffers thanks to

Ardent. That's another 50 brand-new winter coats that will go on the backs of local kids who need them most. This is a terrific example of an Associate Member being more. Well done, Ardent Credit Union, well done!

Have News?

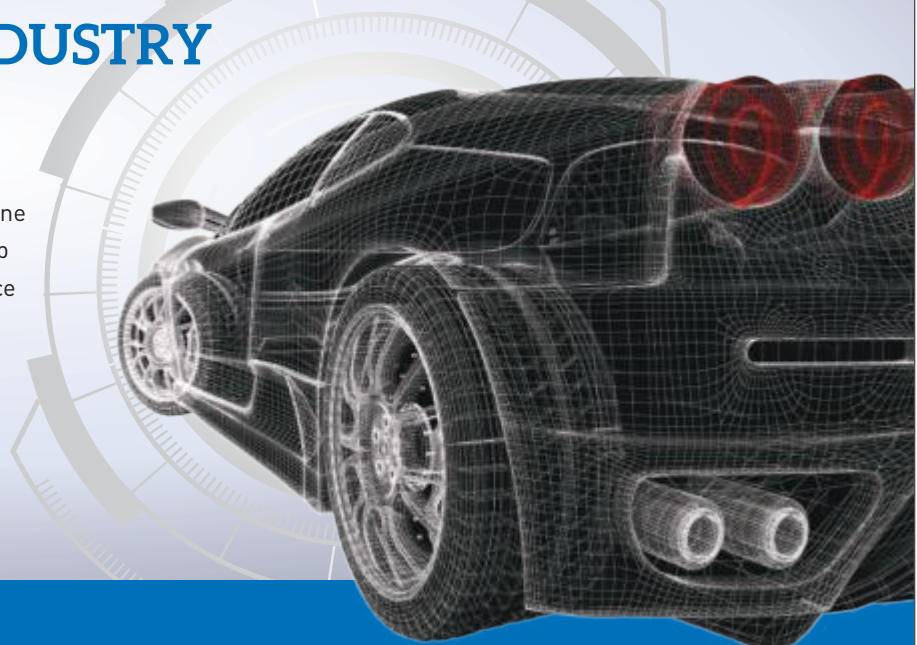
If you are an ADAGP Dealer Member and you are doing great work in our communities, please send the information to Andrea Simpson at andrea@adagp.com for possible inclusion in our Driving Force Magazine. Associate Members—we like to hear from you too! If you do any special fundraising activities for Driving Away the Cold or the Black Tie Tailgate, please be sure to let us know. More is more! ●

STRENGTH IN THE AUTOMOTIVE INDUSTRY

For you, it's all about the numbers – turning a profit, meeting quotas, exceeding customer satisfaction – and ensuring everyone is on the same track. That's why our Automotive Services Group has fine-tuned the way we service dealers. Delivering that peace of mind so you can sleep at night knowing each piece of your dealership is running smoothly at peak performance.

Michael Mulhearn, CPA, Partner

withum.com



Who's In Your Service Department?



Joe McCoy (2003), Michael Burkey Jr.(2015), Jordan Durnell (2016), William Kelly (2005), Desiree Wood (2006), Timothy Andrzejewski (2002), Pedro Velez (2016), Geoff Rousak (1981), John Feltcher (2004), William Day (2014), Marc Hall (2015), Oswaldo Almanza (2016), Carlos Cruz Figueroa (2016), John Cross (1995), Matthew Mercadante (2018), Rodney Jones (1978)
Not Pictured: Anthony Keretzman (2008), Jimi Jollie (2017), Andy Lemus (2018), Michael Domaszewicz (current student),Alejandro Mace (current student), Joham Castro Ayala (current student)

“ATC graduates have the ability to transfer their knowledge from their head to their hands and that is a tremendous asset to our service department.”

JOHN CROSS - Service Manager - Master Certified Tech Honda & Ford - 1995 ATC grad

22 out of 39 service department employees of Scott Honda graduated from ATC.

PREPARED, PROFICIENT, PROFESSIONAL.

These are words that describe the graduates of ATC. Smart employers choose ATC grads because they expect the best. Our graduates have committed themselves to excellence by investing time and money into their automotive and/or collision career.

For more information contact our Career & Student Services Department.
877-411-8041 (Warminster) Trish Devine: tdevine@autotraining.edu
800-411-8031 (Exton) Rachael Gonzales rgonzales@autotraining.edu

For program disclosure information, please go to www.autotraining.edu/consumerinformation.



AUTOTRAINING.EDU



Black Tie Tailgate Breathes New Life into Treatment for Babies with Chronic Lung Disease

For infants born prematurely, especially those with extremely low birth weight, the likelihood of respiratory distress, long-term breathing problems, and even loss of life is very high. Those tiny lungs are slow to develop and easily get injured, resulting in chronic lung disease. Infants with chronic lung disease face long-term problems in lung function and growth and development. This disease brings a major burden to the babies, their families, the health care system and society.

Fortunately, there are programs like the Newborn and Infant Chronic Lung Disease (NeoCLD) Program at Children's Hospital of Philadelphia (CHOP). This program is one of the world's largest programs dedicated to the care of infants with severe chronic lung disease. The Auto Dealers CARing for Kids Foundation has contributed to the growth of this program from the early stage, helping to bring the expertise from the neonatal intensive care physicians, nurses, pulmonologists and other specialties together.

CONTINUED ON PAGE 28

Just Gettin' Revved Up

80 years ago, the law firm of McNeese Wallace & Nurick was just gearing up. Today, the McNeese Automobile Dealership Law Group is full speed ahead in helping dealers with the host of legal challenges in today's highly regulated business environment.

- Buy/Sell Agreements
- Franchise Issues
- Environmental Issues
- Employee Relations
- Consumer Complaints
- New Dealer Formation
- Succession Planning
- Regulatory Issues



www.automotivedealerlaw.com • www.mwn.com

Harrisburg, PA • Lancaster, PA • Scranton, PA • State College, PA • Columbus, OH • Washington, DC

Fast is
a Gig-speed network
that gets business done.

Beyond Fast is technology that makes business boom.

There was a time when megabits per second was all that really mattered. Which is why Comcast built the nation's largest Gig-speed network to deliver unrelenting speed to more businesses in more places.

Now we're going **beyond**.

Beyond connecting businesses. To helping you create experiences that anticipate what customers and employees want.

Beyond network complexity. To zero-touch, one-box solutions that simplify your network and amplify your performance.

Beyond the best for your money. To the best solutions for your business at an even greater value.

We're taking our relentless speed and adding smart technologies and advanced applications that enable your business to do what you never imagined—at speeds you never thought possible.

Take your business **beyond**.

ComcastBusiness.com

COMCAST
BUSINESS

BEYOND FAST

Restrictions apply. Not available in all areas. Maximum download 940 Mbps when hardwired via Ethernet. Actual speeds vary and are not guaranteed. ©2018 Comcast. All rights reserved.

IF OUR EVIDENCE SUPPORTS THAT IT'S SAFE AND EFFECTIVE, LIQUID VENTILATION COULD BE USED IN ANY NEONATAL INTENSIVE CARE UNIT WITH A VENTILATOR

William Fox, MD, Medical Director of the Infant Breathing Disorder Center at CHOP

STORY CONTINUED FROM PAGE 26

Neonatologist William Fox, MD, Medical Director of the Infant Breathing Disorder Center at CHOP, has spent 25 years working to change the outcomes of neonatal lung diseases. As part of the NeoCLD Program at CHOP, Dr. Fox has led the development of an advanced treatment called liquid ventilation.

With neonatal liquid ventilation, a baby with CLD stays on a ventilator but, in addition to air, the lungs are also filled with a substance called perflubron, which acts like a natural protector found in healthy lungs. Contrary to what you might think, this liquid delivers more oxygen than blood can, and gets to the tiniest air sacs, where ventilator-delivered air may not reach. The improved oxygen flow allows doctors to decrease the pressure and amount of oxygen pushed through the ventilator, causing less lung damage. At the end of treatment, the perflubron evaporates and the lungs function better. Dr. Fox is leading a clinical trial that looks at the safety and effectiveness of this technique in infants

with severe CLD — a key step in bringing its benefits to more children.

According to Dr. Fox, “CHOP is the perfect place for liquid ventilation research to expand.” He believes the treatment can have a major impact on CLD as well as other neonatal lung diseases, including some surgical conditions. “If our evidence supports that it’s safe and effective, liquid ventilation could be used in any neonatal intensive care unit with a ventilator,” he adds.

His extraordinary work has not been achieved alone. This innovative idea has been pursued by the passionate team of experts from the NeoCLD program and supported by generous donors and partners, including the Auto Dealers CARing for Kids Foundation. We have committed proceeds from the annual Black Tie Tailgate and other philanthropic activities to CHOP since 1986. The Auto Dealers CARing for Kids Foundation’s total giving to programs at CHOP, including Dr.

Fox’s work with liquid lung ventilation, exceeds \$8.7 million and continues to grow.

With the leverage provided by this tremendous support, the NeoCLD Program has been awarded the prestigious designation as a CHOP Frontier Program, which provides funding and programmatic guidance. This designation at CHOP is more than an honor. “Frontier Programs are distinguished by outstanding patient care combined with associated translational research,” says Joseph St. Geme III, MD, Physician-in-Chief and executive sponsor of Frontier Programs at CHOP. “They have the potential to have a major impact on childhood health.”

Comprehensive care is another major factor contributing to successful outcomes for infants with CLD at CHOP. Children who suffer from chronic lung disease don’t experience their illness in a vacuum. Most need expert care from multiple specialties — from heart and lung to neonatal intensive

CONTINUED ON PAGE 30

Accountants & Management Advisors to the Auto Industry since 1954

- Financial Reporting & Projections/Forecasts
- Life Inventory Applications ■ Tax & Estate Planning
- Cash Management & Budgeting ■ Performance Evaluation
- Cost Analysis ■ Buy/Sell Agreements & Succession Planning
- Mergers & Acquisitions ■ Internal Control Design

VBW VOYNOW BAYARD WHYTE AND COMPANY, LLP
CERTIFIED PUBLIC ACCOUNTANTS

The Northbrook Corporate Center • 1210 Northbrook Dr., Suite 140, Trevose PA 19053
Contact Hugh Whyte, Randall E. Franzen or Kenneth Mann:
215-355-8000 ■ voynowbayard.com

MAXIMIZE YOUR PVR ASAP WITH RMG

True 100% ownership is the promise of the RMG/Portfolio program. A promise we have kept for over 35 years and for over 1,000 clients as we have successfully delivered on our mission to give dealerships like yours superior profitability.

- We do it by providing higher and more consistent F&I Profits.
- We do it by providing targeted recruiting and training to ensure success.
- We do it by providing superior customized F&I product solutions.
- And we do it by providing dedicated compliance expertise that was developed specifically to keep our dealer/partners out of hot water.

Equally important is the fact that our people are available to your people 24/7/365 - from Day 1.

Greg Hoffman, President - **Call us today at 800-761-4546** and request your free, no-obligation RMG Dealer Profit Assessment, customized for your dealership.

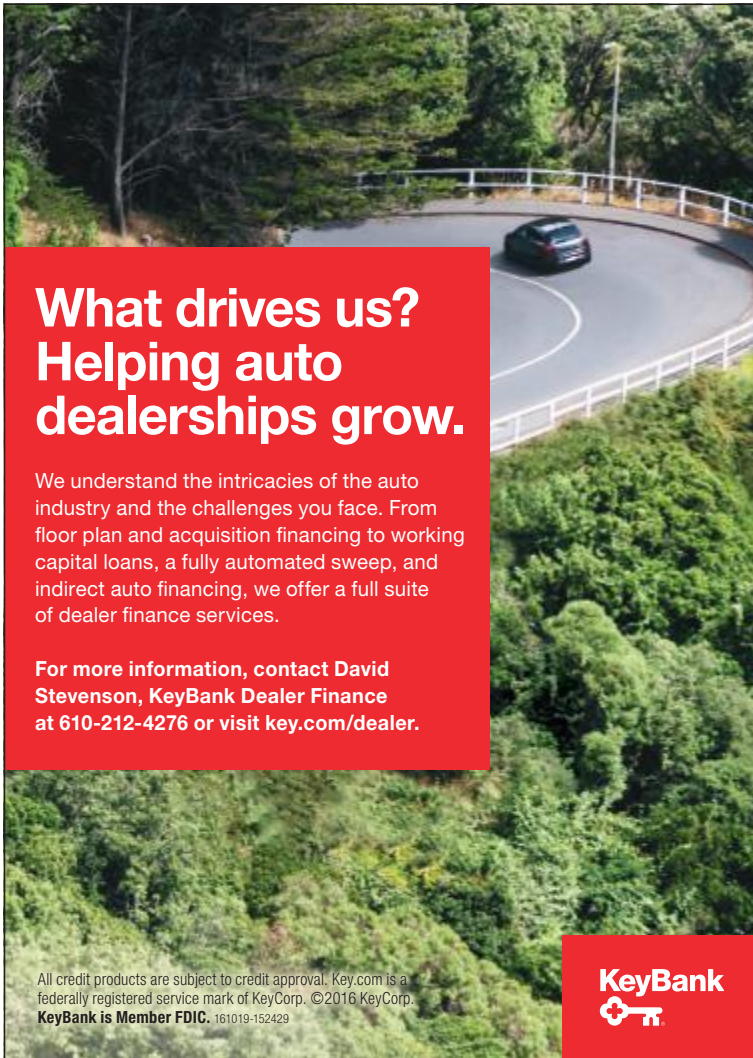
Let us maximize your personal wealth at the same time we're maximizing your PVR.



RESOURCES MANAGEMENT GROUP

ResourcesManagementGroup.com






**What drives us?
Helping auto dealerships grow.**

We understand the intricacies of the auto industry and the challenges you face. From floor plan and acquisition financing to working capital loans, a fully automated sweep, and indirect auto financing, we offer a full suite of dealer finance services.

For more information, contact David Stevenson, KeyBank Dealer Finance at 610-212-4276 or visit key.com/dealer.

All credit products are subject to credit approval. Key.com is a federally registered service mark of KeyCorp. ©2016 KeyCorp. KeyBank is Member FDIC. 161019-152429



CHOP Continued

STORY CONTINUED FROM PAGE 28

care, and all the family support services in between. And, many need that care and support from infancy through adolescence.

“Many NICUs can take care of a just-born preemie very well,” says neonatologist Huayan Zhang, MD, Medical Director of the NeoCLD Program. “But they often don’t have the resources or enough experience to take good care of these babies as they grow older with severe lung disease. Our program looks at a baby as a whole person and creates a plan that’s best for the baby’s lifelong range of needs.”

Infants with CLD are some of the sickest and most vulnerable patients, and very few treatments exist that can alter the long-term course of this complicated illness. That’s what makes the work of Dr. Fox and the entire NeoCLD team all the more critical. It’s their dedication that sets CHOP apart and is making this novel treatment a reality.

With a Frontier Program designation and generous support from the Auto Dealers CARing for Kids Foundation, Dr. Fox and the entire NeoCLD team are poised to advance therapies for infants with CLD even further — improving and saving the lives of generations of children forever.

NEWBORN AND INFANT CHRONIC LUNG DISEASE PROGRAM

For second opinions, referrals and information about CHOP’s NeoCLD services, call: 215-590-3608

To help us continue improving the lives of children, please give today.

chop.edu/give



How can you shift your dealership into high gear?

Auto dealerships today are looking to drive growth. With shifting consumer trends, dealer consolidation, and new technology, how can you plan for the future and reach your financial goals?

You need an advisor who really knows the automotive business... and knows you. Who can deliver tailored solutions that create opportunities, maximize efficiency and help your bottom line.

EisnerAmper is that advisor. We roll up our sleeves to get to the bottom of your toughest challenges, so you get the advice and strategies you need to create sustainable growth.

Read more on this topic at EisnerAmper.com/HIGHGEAR

EISNERAMPER

Dawn Rosoff | 215.881.8871
dawn.rosoff@eisneramper.com



Call Shawn today and mention this ad for a discount



Showroom EsSence™

SPECIALTY
FRAGRANCE

Showroom EsSences is available in a variety of different fragrances to suit your personality. ArDEX's in-house chemical development lab searched high and low for the finest ingredients and spent exhaustive hours to develop the perfect blends to function in a showroom environment. Showroom EsSences removes dust and greasy finger-prints from the showroom vehicles, leaving behind a silky, smooth and shiny finish while making the showroom smell great. Showroom EsSences anti-stat chemistry also inhibits dust build-up, so cars stay shiny longer. Also works great between washes as a quick-shine solution for your vehicles. Showroom EsSences is safe on hard surfaces.

- Ceramic compatible
- Shines, cleans, perfumes
- Brilliant Shine
- Trinity™ Approved



215-768-4927

Four Fragrances:

AWE

A high mountain vista

SERENE

*Coming home, comfortable,
inviting*

RADIANT

*A beautiful sunrise over a
meadow*

LUXURY

*A room filled with rich mahogony,
fine leatherbound books*



ARDEX LABORATORIES INC.the better solution

2050 Byberry Road, Philadelphia, PA 19116

1-800-44-ARDEX

www.ardexlabs.com



OUR EXPERIENCED TEAM leverages their expertise of the auto industry to handle the issues that keep you up at night. Strong **STRATEGY, PLANNING, ANALYSIS, and MANAGEMENT** are all part of the formula for success in an ever-changing industry. Don't be weighed down with undue anxiety.

Contact our dealership services group today!

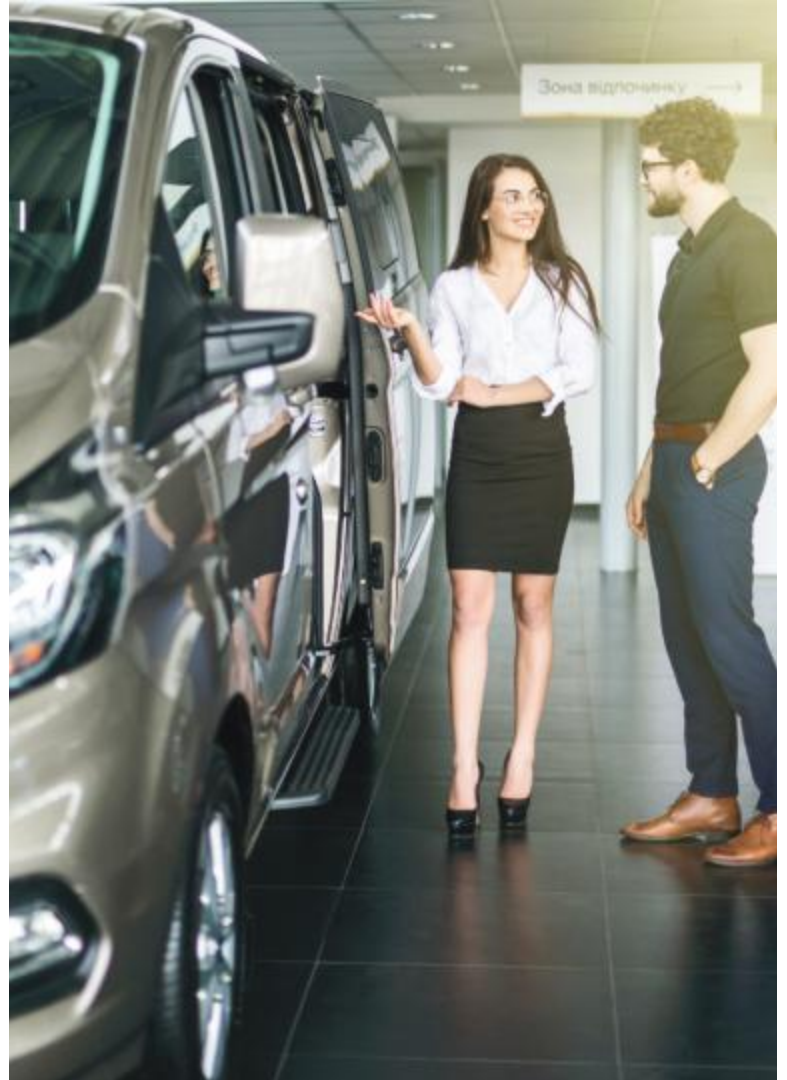
Daniel P. Thompson, CPA
717-761-7210
dthompson@cpabr.com

Jay A. Goldman, CPA
410-790-6928
jgoldman@cpabr.com

Robert J. Murphy, CPA/ABV, CVA
717-761-7210
rmurphy@cpabr.com

B&R Boyer & Ritter LLC
Certified Public Accountants and Consultants
www.cpabr.com

Six Steps to Building a Dealership Culture that Attracts Female Employees to your Business

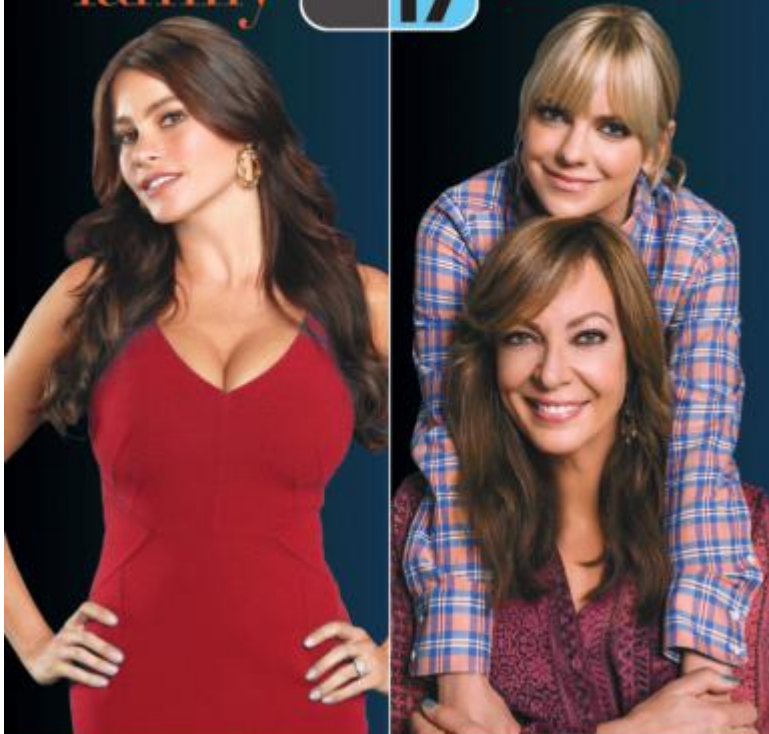


PRIMETIME

modern family

phl 17

MOM



8:00p WEEKNIGHTS 8:30p

Bank of America Merrill Lynch

By Marisa Carnevale-Henderson, Market Executive, Dealer Financial Services, Bank of America Merrill Lynch

Traditionally, the auto industry has historically been dominated by men, but as the workforce advances to include, value and support more women, the auto retail industry is making an effort to keep up.

Though incremental steps toward gender balance have been made, more work is needed to make the auto retail industry a place where women can build a successful career. According to a 2017 NADA Workforce Study¹, small yearly increases in the number of women working at dealerships have been recorded, but that number dipped slightly in 2017. To add to the disparity, only five percent of dealership general managers and less than one percent of service technicians are women.

CONTINUED ON PAGE 34



HOW IT FEELS TO *HIRE* AN AUTO TECHNICIAN FROM *LINCOLN TECH!*

CALL 215-335-0800
VISIT LincolnTech.edu

LINCOLN TECH grads are trained in the technology that drives today's automotive industry - including the sophisticated tools and software behind modern diagnostic systems and onboard computers. Our schools' hands-on programs have been producing highly-qualified professionals for over 70 years. It's a great feeling knowing you're getting a top-notch, ready-to-go addition to your team. Reach out to us today to review your hiring needs.



PHILADELPHIA CAMPUS
9191 Torresdale Avenue Philadelphia, PA 19136

Lincoln Technical Institute, A branch of the New Britain, CT campus. Important information about the educational debt, earnings and completion rates of students who attended this program can be found at www.LincolnTech.edu/consumerinfo. Financial aid available to those who qualify. For consumer information visit www.LincolnTech.edu.
05/14052R1117-CR-1132



STEPS Continued

STORY CONTINUED FROM PAGE 32

The good news is, auto retailers see including women in the workforce as a top business priority. To ensure that female customers feel comfortable and empowered in dealerships, it's important they see women working at all levels.

While every dealership is different, there are steps dealers can take to make the workplace, culture and job offerings more attractive to women:

Analyze operations and culture

Dealerships need to take an honest look at their own operations and culture. Hireology's Julie Brinkman suggests asking employees for their insights, either by anonymous surveys or one-on-one private conversations. These findings can help dealership owners see what is working and what issues need to be addressed.

Address the myths of gender bias

It is also important to speak up about the subconscious biases against women in the workplace. Some dealership owners may believe they already have enough women on staff. However, these women are usually not in leadership positions or on the dealership floor. There is also a myth that men are better at sales or with handling money. This narrow thinking is untrue and should be addressed by leadership.

Appeal to a more diverse workforce

The six-day week, working 70 hours on commission, is common at the typical dealership. While this has been the norm for years, employee values are changing. Long hours, working on the weekends and commission-based profits are less appealing to younger employees and especially those with family responsibilities. To address this, dealerships can offer flexible scheduling, including rotating weekends off, and team selling, which can meet employees' needs while also maintaining dealership profits.

Create competitive employee benefits

With a prolonged labor shortage, dealerships are facing stiff competition for the best talent. To attract quality candidates and retain current employees, dealerships need to offer competitive benefits. This means offering health care plans that include health savings accounts (HSA) as well as investing in employees through benefits such as paid time-off and retirement plans with a 401(k) and matching contributions.

Establish a human resources department

Having a human resources department is vital to creating a more inclusive workplace. According to research from Hireology, a well-defined employee orientation is one of the most important things a company can do to retain that worker. HR departments are also good for business because they can handle staffing issues while also enforcing policies to help mitigate risk.

Promote and market a women-centric dealership

In order to attract, retain and promote women at auto dealerships, they need to feel supported and valued. Having women in the hiring process and providing a mentor for women who are new on the staff can go a long way in making them feel included. The mentor doesn't need to be another woman, but someone to talk and consult with.

In addition to supporting women internally, promoting an inclusive environment in marketing materials and on social media sends a message to the community and future customers that everyone is welcome at the dealership.

The auto retail industry is becoming more inclusive for women and the new generation of workers. By reassessing goals and priorities within the business, dealerships can implement best practices that will not only attract more women employees, but customers as well.

"Bank of America Merrill Lynch" is the marketing name for the global banking and global markets businesses of Bank of America Corporation, including Bank of America, N.A., Member FDIC.

DESK'D TO IMPRESS.



shop desk décor & more at
store.philly.com



The power to __ turn corners

Navigate changing conditions to move your dealership forward. That's how we've been helping businesses like yours succeed for more than 90 years. Dealer Financial Services from Bank of America Merrill Lynch. What would you like the power to do?

George H. Benham III
Dealer Financial Services
267.675.0453
george.benham@baml.com
bofaml.com/dealer

Bank of America
Merrill Lynch



Bank of America
Merrill Lynch

The power of global connections™

WHY DO SUCCESSFUL DEALERS PARTNER WITH US?

THEY GET RESULTS.

For nearly 40 years, Profit By Design, A Maxim Company, has lead the automotive industry in sales process and profit improvement with a unique and innovative focus on developing one of the dealerships greatest assets - professionally trained & equipped personnel.

- PERFORMANCE PROGRAMS
- PROFITABILITY PROGRAMS
- PROTECTION PROGRAMS
- PERSONNEL PROGRAMS
- CUSTOMIZABLE TRAINING

Discover the impact Profit By Design can have on your bottom-line.



PROFIT **BY** DESIGN[®]

SUSTAINABLE EXCELLENCE

A MAXIM COMPANY