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DEALERS FINANCIAL TIMES

DEALER INTERVIEW

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Brian Young
Brians Auto Sales

with Brian Young of Brians Auto Sales

Dealers Finance has been working with independent automobile dealers for over thirteen years. We take great pride in providing the most competitive floorplan financing for growing dealerships just like Brian Young's Brians Auto Sales. We had the opportunity to ask Brian a few questions about his business, the used car industry and, of course, Dealers Finance.

1

How did you get into the automotive retailing business?

My father-in-law had been in the used car business for over 25 years. Upon planning for his retirement, he taught me the fundamentals of the business. After a couple of years of learning and partnering with him, I bought him out in 2003.

2

What is your favorite car of all time?

My favorite car of all time is a 1957 Chevrolet Convertible.

3

Where is your favorite place to vacation?

My favorite place to vacation is the beach.

4

What is the funniest thing you can remember happening on your lot?

The funniest and most interesting thing that has happened at my place of business is when I repossessed a car from a lady who had failed to make her payments. I brought the car to my car lot and parked it. Little did I know, this lady had some serious anger management issues. To make a long story short, she ended up jumping on my back as I tried to keep her from getting the car and taking off with it. At the time it was disastrous, but later we laughed about it.

The Dealers Finance Mission

We like being the friend in the finance business. It's what makes us different from other floorplan financing companies. We believe that excessive fees unfairly drive up the cost of dealer financing. So we will never charge for overnight shipping expenses or for site visits. Plus we proudly offer the industry's only no-fee inventory financing plan, the Gold Plan. We have created our financial products to be flexible and customized to the specific needs of growing dealerships. Simply put, we are a local lender managed by friendly, local people.

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DEALERS FINANCE
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1-800-205-6221 or 678-739-2059 | <http://www.dealersfinance.com>

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INDUSTRY TRENDS

Top Auction Vehicles from 12/29/07 to 01/12/08



Model years
2001
through
2008

Year	Model	#Sold	Avg. Price	Avg. Mileage
2008	Pontiac Grand Prix Sedan 4D	1,626	\$13,078	13,583
2005	Nissan Altima 4 Cyl. Sedan 4D	1,254	\$10,369	40,906
2007	Chevrolet Trailblazer I6 4D 4WD	1,069	\$16,645	15,844
2008	Chevrolet Impala V6 Sedan 4D LT 3.5L	1,047	\$13,857	13,462
2006	Ford Taurus Sedan 4D SE	862	\$7,113	39,399
2007	Mercury Grand Marquis Sedan 4D LS	790	\$12,707	14,715
2007	Chrysler PT Cruiser WGN 4D Touring	785	\$8,818	16,987
2007	Dodge Grand Caravan SE	767	\$11,913	21,588
2007	Ford Focus Sedan 4D ZX4	757	\$9,153	17,583
2007	Chrysler Town & Country WGN LX	718	\$12,546	22,968

Figures are based on open and closed sales. All trim lines. Source: NADA/NAAA AuctionNet



EMPLOYEE SPOTLIGHT

Donna Davis, Credit Manager

Where did you work before Dealers Finance?

I worked for The Bank of New York on Wall Street in the investment department as an investment processor and HSBC Bank in the commercial loan department as an assistant loan officer prior to relocating to Georgia in 2003. Once here I began working for The Bankers Bank in Vinings, Georgia in the commercial loan department as a bank officer/loan processor for three years.

What do you like most about working at Dealers Finance?

I enjoy my job responsibilities as a whole; however the people who I work with make my job so much more enjoyable.

What do you do outside of work?

Outside of work I enjoy cooking, nature walks and getting involved in some of my church's activities which include piano lessons.

DEALER TIPS

Three tips on moving more units per month.

With increasing wholesale prices on limited inventories, buying and selling used vehicles will be a challenge in 2008. Here are a few tips to help you move more units per month.

1. Take advantage of tax season.

Tax refunds represent a great opportunity for used car dealers. Most consumers will have their refund before April 15th, so it's important to act quickly. Consider a partnership with a tax preparation company and offer customers an on-site tax refund service. Companies such as Tax Refund Services, <https://www.taxrefundsolutions.com>, Tax Star Financial Services, <http://dealers.taxstaronline.com/>, and even mainstream companies such as H&R Block. However, make sure you don't overlook bad credit based on a potentially high down payment. Sound financing decisions are very important when accepting tax refunds as down payments.

2. Cater to your local market.

Draw a fifteen mile radius around your dealership and spend a few hours each week researching these neighborhoods. Pay close attention to the types of vehicles you see parked in the driveways. Note the people who live in these neighborhoods. The people who are closest to your dealership are a primary target for new business. There's a good chance these people know where you are located because they have driven by your lot many times before. Give them a reason to stop by and look for a new vehicle. Consider running a neighborhood special on vehicles that attract these people. You should also consider sponsoring a youth organization, or local sports team. This is a cost-effective way to stay in front of your local target market.

3. Increase your cash flow with floorplan financing.

By floorplanning more vehicles you can keep your cash flow positive, allowing you to



purchase more vehicles for your lot. Dealers Finance's floorplanning service provides financial support to thousands of independent used car dealers throughout Georgia, South Carolina, North Carolina and northern Florida. It also has relationships with the majority of auto auctions throughout the U.S. The company's flexible credit lines range from \$30,000 to \$1 million and they offer a variety of financing programs specifically geared to the needs of the independent used car dealer. Christa Honeycutt, an owner of Americar in Rock Hill, S.C., said her operation has three locations and can move as many as 60 units a month during tax season.

"Dealers Finance has really helped us grow," Honeycutt said. "They were responsible for us being able to open our third location. They keep our cash flowing, and that's critical to our business."

Ask your Account Executive for ideas on how Dealers Finance can help your dealership's cash flow. Keep your dealership firing on all cylinders by taking advantage of tax season, catering to your market and keeping cash flow positive.

Keep an ear to the ground and an eye on the horizon and you'll be on your way to maximizing profits in 2008.

David Ozyp, www.ozyp.com

SPECIAL OFFER

Benefits to dealers

Dealers Finance is proud to offer the following special benefits to every auto dealer we work with:

1. Reduce curtailments from 20% to actual Black Book value
2. Add non-auction vehicles at 100% of Black Book average value, instead of 80%
3. Eliminate fees for overnight delivery of titles
4. Never pay fees for site visits and lot checks
5. Be automatically signed up with all auctions

For more information call 1-800-205-6221 or visit www.dealersfinance.com.

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What do you think the future holds for the used car business?

I hope and have faith in believing that the used car business will continue to grow. I feel there is always a demand for used cars at an affordable price, and I hope I can continue serving my community with good used vehicles that they can depend on.

6

Is there anything in particular you like about Dealers Finance?

Dealers Finance has been a great asset to my company. Their staff has been instrumental in making sure my business grows. Everyone that I have come in contact with has been very knowledgeable and understanding of my needs. Great service and great people! Dealer's Capital has also helped our company in providing strip loans. This has helped our company build up our Accounts Receivable, and by doing this, has allowed us to purchase more vehicles. Thank you, Dealers Finance and Dealers Capital!

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