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# DEALERS FINANCIAL TIMES



Ash & Ehab Kamel  
Atlanta Premium Cars

## DEALER INTERVIEW

Fall 2007  
Volume 3, Number 4

with Ash and Ehab Kamel from Atlanta Premium Cars.

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 Ash and Ehab Kamel's Atlanta Premium Cars. We had the opportunity to ask them a few questions about their business, the industry and, of course, Dealers Finance.

**1 How did you get into the automotive retailing business?**  
Since we were teenagers we always liked highline cars and we owned a few of them. We also raced and built rally cars. We got involved in the highline retail and wholesale business in the early 1990s. It's been a great business since day one.

**2 What is your favorite car of all time?**  
Ash: Red Ferrari Enzo  
Ehab: Black 1987 Porsche slant nose

**3 Where is your favorite place to vacation?**  
The red sea in Egypt. We really enjoy the weather and the scuba diving. It is by far one of the most beautiful places on the planet for a relaxing vacation. We just had a vacation there this past summer.

**4 What is the funniest thing you can remember happening on your lot?**  
It was around closing time on a busy Saturday and we had a family who purchased a car from us. They signed all of the documentation and paid in full for the car. Somehow, the lot attendant cleaned the wrong car and pulled it up front. They fell in love with the wrong car and ended up buying it right on the spot!

### 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.

Continued >>

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## Dealer Interview Continued...



# 5

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

We think the pre-owned car industry has more opportunity than ever before. Our sales numbers are going higher and higher every year. The industry is really growing.

# 6

**Is there anything in particular you like about Dealers Finance?**

Dealers Finance has been very helpful to us. They really helped us grow over the years. We don't feel that Dealers Finance is just a floorplan company, they are our partner. They have consistently provided outstanding service and support over the years.



## EMPLOYEE SPOTLIGHT

### Ali Rowland: Administrative Assistant

Ali joined Dealers Capital in April of 2007 as an administrative assistant. Her responsibilities include helping dealers with payoffs, running reports, and finding answers to all dealer questions.

**Where did you work before Dealers Finance?**

Before I started with Dealers Capital I was a veterinary technician at an animal hospital.

**What do you like most about working at Dealers Finance?**

The thing I like most about working is the dealers and my coworkers. Everyone here is great and I really enjoy working with all of them.

**What do you like to do outside of work?**

Outside of work I like to take weekend trips to wherever I feel like going at the time, camping, fishing, playing with my dogs, and hanging out with my friends.

**What do you feel is your biggest accomplishment?**

My biggest accomplishment so far is finally finding a job that I don't dread coming to every day. I have had many jobs that didn't make me happy. Now I finally have one that I do enjoy!

## IN MEMORIAM

Randy Franklin passed away on Saturday, October 6, 2007 at his home in Alpharetta, Georgia. Randy was 57 years old and is survived by his wife Barbara. Randy was a great friend to many, many people and he will be missed.

For more information please visit Randy's care page at <http://www.caringbridge.org/visit/randyfranklin>



# DEALER TIPS

## Five simple steps to help your dealership stay compliant



As a result of the red flags rule currently proposed by the FTC virtually every area of your dealership exposes you to potentially crippling compliance liabilities. As currently written, proposed compliance regulations will change the way dealerships handle all vehicle sales transactions, including retail installment sales contracts, loans and leases.

Additionally, keeping up with constantly changing regulations will make the challenge to maintain compliance more complicated every year. As a result, many car dealers are realizing that it is increasingly important to start analyzing strengths and weaknesses regarding their auto dealership compliance.

Get ahead of the game by creating your own compliance policy based on these simple steps:

1. Identify and distribute policies and procedures. Review your existing methods of reviewing credit, monitoring identity theft and keeping confidential information secure. This type of audit will help you create a roadmap to compli-

ance by revealing your dealership's true strengths and weaknesses. Create an official compliance policy when dealing with credit-related red flags and document what actions to take when red flags are found.

2. Track who has read and signed them. Enforce your compliance policy by tracking which employees have taken the time to review and sign the policy. Participation in the program should be mandatory since it will not only affect the company, but also many aspects of every employee's workday.

3. Train employees. Create an ongoing training program for your new compliance policy, especially as it relates to credit reports. Your personnel must be continually trained to know how to review credit reports in detail and to identify red flags anytime a credit history is run, for every deal.

4. Assess employee comprehension of policies and procedures.

Review your compliance policy every six months and assess how well employees are following your compliance procedures.

5. Document and demonstrate compliance. Post your new compliance policy for employees in a common area and keep a formal copy of the policy with your corporate documents. Demonstrate the program is working by keeping records of red flag situations that were handled properly.

Keep an ear to the ground and an eye on the horizon and you'll be well on your way to maximizing your profits in 2007!

David Ozy, [www.ozyp.com](http://www.ozyp.com)

## NEWS & EVENTS

### Jeff Hudgins Joins Dealers Finance

We are pleased to announce that on Monday October 15th, Jeff Hudgins joined Dealers Finance as the business development manager for Atlanta and the surrounding Georgia market. Jeff has years of car industry experience in both sales & finance. He has worked for Alex Automotive, the Cummins Automotive Group and Fayette Imports. We are proud to have Jeff on the Dealers Finance team.



# INDUSTRY TRENDS

## Top Volume Wholesale Vehicles, Model Years 2000-2004

### Domestic Cars

1. 2004 Chevrolet Impala Sedan 4D,  
Average price \$6,577, Average Mileage 69,241
2. 2004 Chrysler Crossfire CPE 2D,  
Average price \$13,482, Average Mileage 29,276
3. 2004 Pontiac Grand Prix Sedan 4D GTI,  
Average price \$7,339, Average Mileage 68,876
4. 2003 Chevrolet Impala Sedan 4D,  
Average price \$4,971, Average Mileage 88,148
5. 2004 Ford Taurus Sedan 4D SE,  
Average price \$5,363, Average Mileage 64,990

### Domestic Trucks

1. 2004 Jeep Grand Cherokee Laredo 6-Cyl. 4WD,  
Average price \$11,192, Average Mileage 42,989
2. 2004 Ford Explorer Util. 4D XLT 4WD/AWD,  
Average price \$11,396, Average Mileage 43,113
3. 2004 Jeep Grand Cherokee Laredo V8 4D 4WD,  
Average price \$11,661, Average Mileage 41,007
4. 2004 Mercury Mountaineer Util. AWD,  
Average price \$12,863, Average Mileage 40,376
5. 2004 Chevrolet Trailblazer Util. 4D 4WD,  
Average price \$11,306, Average Mileage 51,639

### Imports

1. 2004 Nissan Maxima Sedan 4D SE/SEL,  
Average price \$14,851, Average Mileage 50,255
2. 2002 Nissan Altima 4 Cyl. Sedan 4D S/SL,  
Average price \$6,563, Average Mileage 95,346
3. 2004 Honda Accord 4 Cyl. Sedan 4D LX,  
Average price \$11,376, Average Mileage 42,644
4. 2003 Nissan Altima 4 Cyl. Sedan 4D,  
Average price \$7,985, Average Mileage 74,838
5. 2004 Lexus ES Sedan 4D ES330,  
Average price \$18,578, Average Mileage 40,469



Source: NADA/NAAA AuctionNet, based on open and close sales, all trim lines

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