



- Consulting
- Net Profit Improvement
- Lead Management Center Installation
- Training

***“Technology Without Training
Is Just a Toy!”***



Your increased ROI is our measure!

HOW BIG IS YOUR BOTTOM LINE?

We improve Dealership Net Profits with established processes and proven procedures and departmental accountability!

With decades of 'Best Practice' processes, DAIG Staff Consultants can analyze your dealership's financial status and process levels of efficiency to uncover areas of opportunity to bring more profits to your 'Bottom Line!'

Whether it is your New, Used, F&I, Service, Parts or Body Shop Department DAIG will provide a complete listing of Composite Benchmark Variations as well as the track to obtain those profit improvements. These changes are not 'cookie cutter', they are all customized to your dealership!

Our 'Action Plans' are designed to allow us to work side-by-side with your department managers to allow them to take ownership of these changes thereby obtaining the highest percentage of

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**Improving your 'Bottom Line'
is our only focus!**



Why Choose DriveAuto Improvement Group?

IMPROVING YOUR DEALERSHIP PERFORMANCE

Dealers contact us for several reasons. Some are making money, but want to improve profitability. Others are losing money and realize that they, and their management team, need a game plan.

This high-intensity program will significantly improve Departmental and total Dealership Profitability. Program Format : On-site, Initial visits for 2-5 days (to accommodate both large and small Dealerships)

On-going programs available for 6-13 months

- Net to Gross – Compare your dealership to Industry Benchmarks
- Identify Expense Reduction Opportunities
- Compare Grosses (Variable & Fixed) to Benchmarks
- Sales Volume Opportunities – RO Count Improvement & Hours/RO
- Identify Personnel Productivity by Department to identify variations
- Staffing Requirements – Pay Plans
- Department Performance Review
- Compare your Data to Benchmarks
- Develop written Action Plans to achieve desired results
- Implement and monitor changes to track performance improvement
- Service Customer Retention Improvement
- Used Vehicle Sales – Subprime – Certified Pre-Owned Sales
- Internet – Accessory/Aftermarket Opportunities
- Improve your current BDC results or installing your own Lead Management Center to increase Sales and Service Results
- Develop a Proforma comparing current profitability to Forecast



Scott Reas is a 1977 Graduate of Michigan State University's Broad School of Business.

He was recruited upon graduation to join Associated Dry Goods (the parent Co. of Lord & Taylor and Robinsons Department Stores) Executive Leadership training team at their headquarters in Manhattan. Scott gravitated

towards their advertising and marketing division, finally earning a posting within their wholly owned advertising agency.

In 1980, Scott entered the Retail Automobile business where he focused on improving all Dealership profit centers. He progressed to General Manager and ultimately Dealer Operator of his own Chevrolet dealership; Reas Chevrolet in 1990.

After the successful sale of his Dealership in 1996, Scott joined NCM's In-House Division - a turn-around and Dealer training division working with over 250 client dealerships consulting and training through 2001. In 1999, Scott and staff consultant, Garry House developed and implemented the Geographic Platform Management framework and general chart of accounts for multi-unit publicly held Retail Automobile dealer consolidators. Scott and Garry created, developed and trained the curriculum for the first year of the SONIC Automotive Dealer Academy. They graduated over 20 Manufacturer approved Dealer Operators over a 14 week period within 10 months. This was the first Dealer/Operator training academy to be certified by all Manufacturers. The Sonic Dealer Academy is still operating and evolving today.

From there, Reas went to the Sterling Collection owner of Jerome-Duncan Automotive Group in Michigan to become the Executive Director of Operations for the Holding company and five dealerships with combined annual sales of over 500 million dollars and more than 12,000 new and 4,800 used units annually. While working for Sterling, Scott secured and opened two new Mazda Open points and successfully executed Buy-Sells in the purchase of additional dealer properties with the Nations #2 retail Ford Dealer at the Sterling Collection.

In December of 2005, Scott became Director of OEM and Major Accounts with eLEAD CRM and worked with Manufacturers, Distributors, and Consolidators in interactive marketing and lead management training and consulting. His customers included Ford Motor Co., FordDirect, American Honda and Gulf States Toyota. Scott utilizes his 27 years of automotive management experience with an emphasis in Dealership operations, net profit-improvement, accounting, marketing, strong communication skills, problem solving, and team building to improve dealership profitability and ROI.



Al Mullins is a 1974 graduate of Seton Hall University in South Orange, New Jersey.

He went straight to Hoffman BMW. He led the dealership to become one of the top ten BMW Dealerships in the Northeast in volume, gross and CSI.

In 1980, Al worked for Chemical Bank in New York and established Texas as one of the leading regions in the country in their leasing division. He then traveled to Vallejo, California as a partner at Taylor Classic Motors. He ran the day-to-day operations for their multi-marquee highline dealership with 70 employees and increased profitability 5-fold in Mercedes-Benz, Porsche and Audi and improved CSI ratings from 23rd to 3rd in just three years. Al grew Cole European of Walnut Creek California to the #1 Range Rover and Jaguar Dealership in the Northwest Region.

In 1995, Al joined Half-A-Car, Inc. where he assisted in the growth of Half-A-Car College/Loyalty Management University (LMU) during his nine years of service and became Top Enrollment (Sales) Specialist. He participated in all aspects of the Business Development Center Initiative for Ford Motor Co. while at Reynolds & Reynolds including Benchmark Data Collection, Curriculum Development, Seminars and In-Dealership Training as well as Train-the Trainer Facilitator for over 500 Centers while resulting in an over \$20 million in training contracts.

While at eLEAD CRM, Allan initiated and managed vendor relationships with Ford Motor Co. leading to multi-million dollar nationwide contracts with FordDirect, led the Creative and Technical Programming Team to develop industry leading Data Mining software and co-developed the Traffic Management Process for SONIC Automotive. This increased the Northern Region's companywide rank to 1st place improving profitability to 100%+ of forecast and achieving a year over year sales increase within 9 months.

His training and expertise is able to help you set up a Lead Management Center which can maximize sales results from the traffic you already have and ultimately increase your bottom line. Al's Lead Management Center programs are designed to provide comprehensive team-building tools and on-going follow-up for any size dealership. He will show your team how to generate more leads and retain the traffic you already have with practical applications and developed skills. Al brings over 33 years of Retail Automotive Dealership Management and Consulting experience.