

February 2024



Saluting Our Pioneers

- The President's Corner ~ (2)
- Words From Our Executive Director – (3)
- 2024 CMDA Annual Meeting Photo Review~ (4)
- 2024 / 2025 CMDA Board Members ~ (8)
- NADA Show 2024 Has Really Gotten The Year Rolling (Chrysler Capital) ~ (10)
- Stop Leaving Money On The Table (Innovation Financial Services) ~ (11)
- Unlimited Training With NADA Education Subscription ~ (12)
- Used Car Trends And What You Need to Know (Ally) ~ (14)
- Drive Your Service Department To Success In 2024 (Assurant) ~ (18)
- How To Sell VSCs To The EV Buyer (EasyCare) ~ (20)
- Connecting With Your OEM (Steve Corle) ~ (22)
- Innovation In Automotive Accounting ~ (24)
- Become A CMDA Member ~ (25)
- CMDA Member Benefits ~ (26)



THE PRESIDENT'S CORNER



CMDA Members, Sponsors and Partners,

I am glad that I have received the torch to lead this great Association of ours as the newest Board President. I am so looking forward to leading our organization on this next phase of our journey.

I am also looking forward to continuing to develop and strengthen my professional relationship with all of our members, corporate partners and our OEM partners at Stellantis from this new perch.

Our industry continues to move forward, presenting us with a lot of challenges and opportunities. I want to make certain that the Association is preparing our members to meet those challenges and leverage those opportunities.

As a founding member of this Association, I have a deep and long-lasting connection with this organization. As such, it has long been in my blood to see it succeed and grow. I understand how vital that is.

I hope that you will help me in our mission to ensure that the Association keeps succeeding and growing. I need each of you in order to make that happen.

As your new President, I will make certain that this Association continues to earn your trust!

Sincerely,

Gene Johnson

Gene Johnson



Members and Stakeholders of the Chrysler Minority Dealers Association,

First of all, let me say thanks to all of you who were able to join us at our 2024 CMDA Annual Meeting earlier this month. We had another fantastic set of events, that provided great and valuable information to our membership and corporate partners. It was so great to see everyone!

Our membership meetings always provide us with the opportunity to re-connect and to re-charge our connection(s) with one another. It is those connections that serve as the foundation for the Association to continue to do what it does best, and that is serving others.

Our Association makes our best efforts to deliver on that mission every day. Our membership meetings are the main avenues that we use to navigate our “serving others” journey. We are so glad that each of you chooses to take that ride with us. We could think of no better passengers to have as our Association continues to blaze the trail for others to take this journey as well.

I wish you all good health and success until we take our next ride together.

Mitch Mitchell

Mitch Mitchell

CMDA Executive Director

emitchell@chryslerminoritydealers.org

CMDA

CHRYSLER MINORITY DEALERS ASSOCIATION

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ANNUAL

Meeting

JAN 31ST - FEB 1ST

Fontainebleau

Las Vegas, NV

**KING
DAYTONA**

FONTAINEBLEAU
LAS VEGAS

DRIVING DIVERSITY, EMBRACING EXCELLENCE

2024 CMDA Annual Meeting Jan. 31 – Feb. 1, 2024 Las Vegas, Nevada



[Annual Meeting Photo Link](https://vegaseventsplus.shootproof.com/gallery/CMDA2024/album/all)

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2024 CMDA Annual Meeting Jan. 31 – Feb. 1, 2024 Las Vegas, Nevada

[Annual Meeting Photo Link](https://vegaseventsplus.shootproof.com/gallery/CMDA2024/album/all)

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2024 CMDA Annual Meeting

Jan. 31 – Feb. 1, 2024
Las Vegas, Nevada

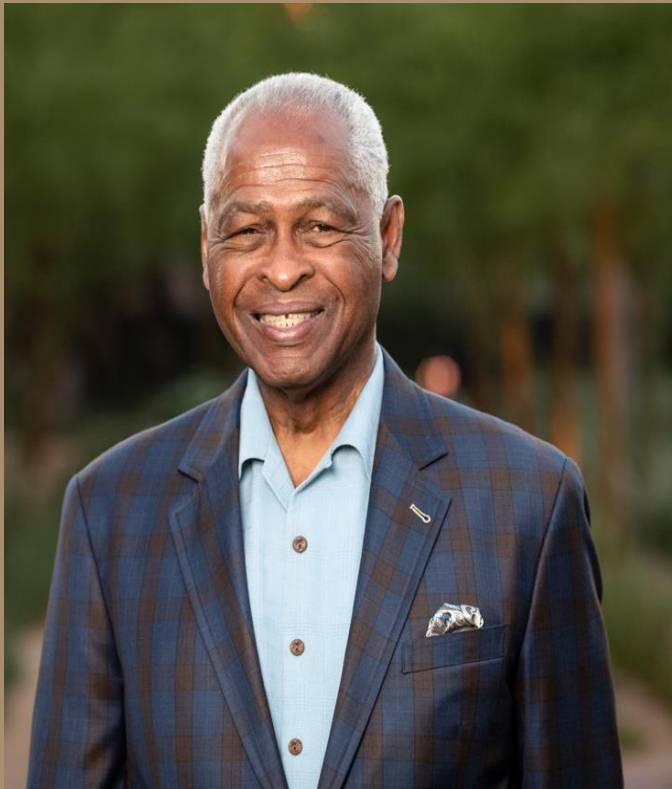
[Annual Meeting Photo Link](https://vegaseventsplus.shootproof.com/gallery/CMDA2024/album/all)

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2024 – 2025 CMDA BOARD

Executive Board Members



President
Gene Johnson
Rainier Dodge (Olympia, WA)



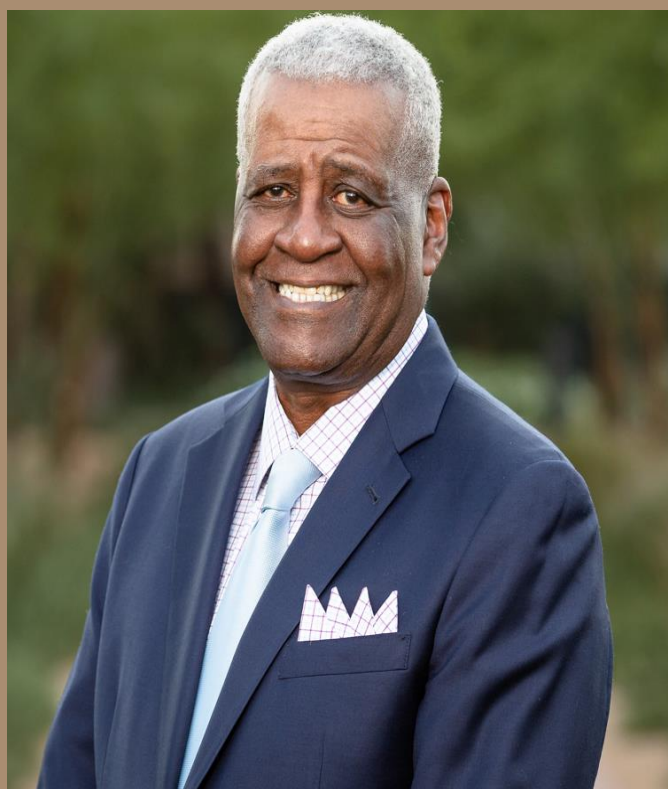
1st Vice President
Devinder Bains
Turlock CDJR (Turlock, CA)



2nd Vice President
Joey Crisostomo
Cars Plus Guam (Maite, Guam)



Treasurer
Jay Rivchin
S. Miami Alfa Romeo (Miami, FL)



Secretary
Ray Fregia, Sr.
Courtesy Motors (Danville, IL)



Immediate Past President
Gus Rodriguez
CDJR City of McKinney (McKinney, TX)

2024 – 2025 CMDA BOARD

Members At Large & Executive Director



Member At Large
Christa Billeaud
Acadiana CDJR (Acadiana, LA)



Member At Large
James Davis
Gulfgate DCJR (Houston, TX)



Member At Large
Jay Gill
Gill Automotive (Madera, CA)



Member At Large
Eddie Hall III
Northland CDJR (Oak Park, MI)



Member At Large
Andrew Suvanvej
St. Helens CDJR (Warren, OR)



Executive Director
Mitch Mitchell
CMDA Office (Troy, MI)



NADA Show 2024 has really gotten the year rolling ... and there's so much ahead

Chrysler Capital is delighted to have been involved in another productive CMDA Annual Meeting at the NADA Show which gets a year of impactful initiatives well underway.

We'll be with you to support your dealership's needs, and here are just some of the initiatives from which you can benefit:

- Expansion of the Chrysler Capital Small Business and Commercial program including higher approval rates, enhanced consistency and service levels
- Reduced risk through transition to the Small Business Financial Exchange
- Valuable opportunities to progress the dealers of tomorrow

We look forward to another year of collaboration and to helping your dealership grow.



What's Coming Up

February – NADA Academy Future Dealers Training Program begins

March – CMDA Summer Intern Program selection opens

June – CMDA Summer Intern Program begins

July – CMDA interns visit Chrysler Capital at Santander Tower, Dallas, TX

August – Chrysler Capital title-sponsored CMDA Summer Meeting



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WE ARE YOUR REINSURANCE ADVISORS

IFS leadership includes nationally recognized industry veterans from the auto retail and finance sectors

STOP LEAVING MONEY ON THE TABLE

SINGLE CONTRACT PROJECTION

Calculate your personal income from each VSC sold based on historical data (1990-2022) and current federal tax rates. Individual results might vary.

2022 Average net premium	\$856.33
Paid claims (47.5% of net premium)	(\$406.76)
Gross corporate profit return (64.7% of net premiums)	\$104.02
Investment Income (5 years at 3% per year)	\$553.59
Insurance company tax (21% of investment income, a 3.9% net effective rate of gross profit)	(\$21.84)
Net corporate profit (62.1% of net premiums)	\$531.75
Personal tax with dividend distribution withdrawn (23.8% max current dividend rate)	(\$126.61)
Net personal income tax after tax (47.3% of original premium)	\$405.14



Steven Whitlock
President



Steve DeLuke
Managing Director



Delano Palmer
Director of Training and Development



Shelly (DeSilva) Whitlock
Chief Financial Officer



CASH FLOW PROJECTIONS

This projection is based on 40 service contracts sold per month at a \$856.33 average premium before claims and does not include investment income.

You can improve your cash flow by maximizing investment returns, borrowing against earned and unearned premiums and letting your reinsurance company earn the interest.

Innovation Financial Services
2204 Timberloch, Suite 150
The Woodlands, TX 77380
413.454.4975 (text or call)
stevenw@innovationfinancials.com



UNLIMITED TRAINING WITH NADA EDUCATION SUBSCRIPTION!

As a member of the Chrysler Minority Dealers Association, you can supercharge your team's skills with a premier development tool—the NADA Education Subscription!

\$699/MONTH
FIRST DEALERSHIP

\$399/MONTH
ADDITIONAL DEALERSHIPS

12-month commitment. Includes all NADA Professional Series classes and seminars. Excludes NADA Academy.

WHY NADA EDUCATION SUBSCRIPTION?



CONTINUOUS TRAINING

Empower your team with top-tier resources to excel in today's competitive automotive industry.



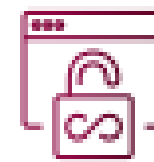
DEVELOPMENT & RETENTION

Elevate your team's performance with the finest development and retention tool available.



COVERED BY CMDA BENEFITS

Your CMDA membership perks seamlessly covers enrollment cost of the NADA Education Subscription.



UNLIMITED ACCESS

15-plus Professional Series and Seminar courses for one low monthly price.



Becky Aukofer Hawryluk
bhawryluk@nada.org | 703.448.5807



COURSES INCLUDED

PARTS DEPARTMENT

- Professional Series Parts Management (includes Leadership)
- Parts Management Advanced Seminar
- Cross Training: Professional Series Service Management

OFFICE MANAGER

- Professional Series Office Management (includes Leadership)
- Financial Management Advanced Seminar

DEALER PRINCIPAL/OWNER

- Dealership Buy, Sell or Hold Advanced Seminar

SERVICE DEPARTMENT

- Essential Service Advisor Seminar
- Professional Series Service Management (includes Leadership)
- Service Management Advanced Seminar
- Cross Training: Professional Series Parts Management

LEADERSHIP DEVELOPMENT

- Championship Coaching Advanced Seminar
- Fundamentals of Effective Leadership

OTHER

- Digital Marketing Bootcamp
- Talent Management Advanced Seminar

SALES DEPARTMENT

- Professional Series Sales Management (includes Leadership)
- Vehicle Inventory and Marketing Advanced Seminar
- Vehicle Sales and Associate Management Advanced Seminar

CONTROLLER/CFO

- Financial Management Advanced Seminar

Visit the following website to activate a subscription and see class dates.

nada.org/educationsubscription

ON THE LOT: SMARTAUCTION

Used car trends and what you need to know now.



Online inventory platforms like SmartAuction don't just save time and create efficiencies. They can also help you navigate market uncertainty. To help you maximize our platform's potential, we sat down with **Josh Callahan**, *Senior Director, Remarketing Services at Ally SmartAuction*, to talk about the used car landscape, what's next on the horizon, and how online auctions can help you come out ahead.

The State of the Market

From high interest rates to lingering supply chain issues and a global chip shortage, a wide range of factors have recently exerted pressure on the automotive industry (and will likely continue to do so). What hasn't changed is customers' need for the right vehicles at the right time and price. An online auction platform can help you manage your inventory and stay ahead of the curve. In today's climate, your online auction platform is your best friend, allowing you to do your job faster and on your own time. While in-person auctions will always have their place, virtual auctions allow you to take a broader view of vehicles available nationwide.

With SmartAuction's two live auction windows, you can see a car in the morning, have time to assess key information regarding the vehicle's value, and then place a bid accordingly that feels in line with your profit objectives.

“**Ally's a trusted name — a lot of dealers do business with Ally on a daily basis, whether through SmartAuction or our other business lines in Auto Finance.**”

— Josh Callahan, Senior Director, Remarketing Services at Ally SmartAuction

Maximizing Opportunity

When it comes to pricing decisions, trusting your gut is easier when you're backed by solid research and real-time data. **Josh Callahan**, *Senior Director, Remarketing Services at Ally SmartAuction*, calls this the "half art, half science" of auction bidding. SmartAuction contributes to this equation by offering more cars and a longer bidding window so you have time to assess what's out there...and then get exactly the cars you need to drive your dealership goals.

Here are five tips to help make the most of Ally SmartAuction:



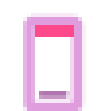
Look daily: Every day, 30k+ cars are on the platform for your perusal, and approximately 12k vehicles are first-day vehicles. New inventory gets added with every auction window. If you don't see what you want today, there's a good chance you will tomorrow.



Use the "Saved Search" function: Make sure your preferences are optimized to your market and to your lot. Then, set your search criteria to help you find what you're looking for with preferences such as vehicle type, year, make, model, vehicle mileage, distance and more.



Buy your way: Play the long game and bid, or choose to "Make Offer" or "Buy Now" if you see exactly what you're looking for. Also, don't miss out on available rebates, incentives and rewards. The more you purchase through SmartAuction, the better your rewards will be.



Sell your way: Use the SmartAuction mobile post app to log new vehicles quickly and get them on the platform ready for sale. Capture accurate condition reports and upload other pertinent information in a matter of minutes. Once your inventory is listed, trust our platform to go to work. Almost 70% of dealer-owned vehicles sell by the first or second auction day.



Plan ahead: Don't let existing inventory sit too long. Our rule of thumb: keep 30–60 days worth of vehicles on your lot at all times, and update them frequently so that customers always have fresh options.

Looking Toward the Future

The world is only getting more digital. Now's the time to get up to speed on new ways of doing business, especially as the market continues to evolve. When buying or selling online, it's critical to trust the platform and the people behind it. Callahan notes, "Ally's a trusted name — a lot of dealers do business with Ally on a daily basis, whether through SmartAuction or our other business lines in Auto Finance."

Add to that our dedicated Remarketing team and our SmartAuction Call Center, and you've got a powerful tool in your arsenal to manage inventory, roll with the punches, and outpace the competition. [Log in today](#) to see what SmartAuction can do for your lot.

educationally

Training with us helps you grow your business.

Ally Academy offers experienced instructors that can train your employees to help you grow and optimize your business. And in-person training usually means pizza for everyone. We're all better off with an ally.



ally do it right.

ally.com/dealer



We're Listening – and Delivering

CDK Global is dedicated to understanding the unique challenges faced within our industry. It is our privilege to leverage our resources to help address them.

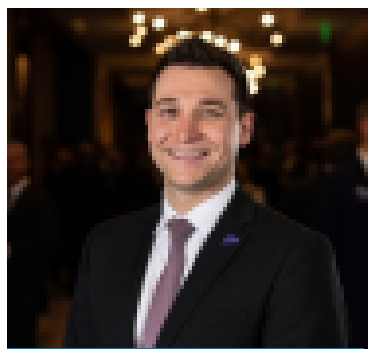
We're excited about turning your feedback into action. We're delivering solutions and services that our dealers need to adapt to continuous change and succeed in a space with increasing consumer demands.

Discover how CDK's Dealership Xperience, an open and integrated platform that transforms how dealerships sell and service cars and operate their business in a modern and digital world.

Speak with our team at MDWR@cdk.com

CDK GLOBAL.

Drive Your Service Department to Success in 2024



Paul Dosescu
National Training
Consultant

I once heard someone say that the difference between good and great customer service is personalization. I believe that to be truer today than ever before. The expectations of today's service customer are high — and rightfully so, given the price point of many cars. Even more, big companies like Amazon that have trickled into nearly everyone's lives, have

demonstrated a way of doing business that's more transparent and easier, and provides more value to the customer. Whether the customer has realized it or not, these interactions have shaped what they expect from any service provider. I'm going to share with you a three-step process to personalized customer service that goes way beyond just throwing money at the problem.

It always starts with leadership

Crafting a world-class service experience begins at the top. Start by defining the organization's customer service promise. How good do you want to be? Many dealerships have a mission statement posted in the employee breakroom or even on the showroom floor. Take time to review it and make sure it's in line with your customer service promise. After that, a great next step is to review policies and procedures to ensure they support the customer service promise. This is also a great time to engage your departmental managers and get their buy-in. It's often safe to say that those who don't weigh in typically don't buy in. We convince ourselves that a couple of emails and a meeting are sufficient in moving the organization in a new direction, but we're often too hopeful. Lastly, making (and keeping) listening closely a priority enables leaders to react quickly and accordingly to the factors that inevitably arise during organizational changes, such as a higher commitment to customer service.

It continues with people

A positive customer experience is key to growth and profitability of the service department. The key phrase there is "positive experience." If we don't choreograph the customer's experience to be positive, it likely won't be by default. There aren't many situations where the customer benefits greatly from us forgetting to update or call them back. It takes a great team to bring a leader's vision to life. This team deserves top-notch onboarding when they start. All too often, we start off a new service advisor and ask them to shadow someone or do web-based training until they get access to email and the DMS. A winner's mentality won't align well with this. Both the employee and employer should be equally prepared. Next, provide your team with clear objectives to their goals and support teamwork and collaboration. Provide opportunities for growth, coaching, enhanced training, or even mentorship programs. Give feedback regularly and acknowledge the modern employees' occasional need for flexibility. Valued employees will in turn value the customer.

It lasts through relationships

The most luxurious element of our customer interactions will always be our availability and our follow-through. Customers will have questions or a request, or just want to reach us since we've positioned ourselves in their minds as subject matter experts. With wide access to technology, we can be reached in a few clicks. Consider using texting platforms for communication and online payment options. Engage the customer with video, pictures, and other digital media. Monitor social media for customers who might find the platform the most comfortable. Create quick-access links or QR codes for scheduling services, reaching advisors, leaving reviews, and more.

We can't afford to lose a single customer in today's competitive market. Through a personalized customer experience, dealership service departments not only retain their loyal customers, but also create many new fans along the way. We can be the logical choice for their car-related needs, and we'll have earned that through our commitment to transparency, focus on ease, and unparalleled value. And, if enough of us do this, we might just have a real chance to change how people see car dealerships.

Paul Dosescu, National Training Consultant
paul.dosescu@assurant.com

Your customer needs evolve. Your products should too.



Introducing **Assurant® Vehicle Care**

A new suite of innovative F&I products that maximize protection and dealer profitability. And flexible enough to meet the needs and budget of every customer. Because, today, your customers expect more. More options, transparency, and value.

Assurant Vehicle Care delivers.

- Expanded coverage
- Added flexibility
- A streamlined customer experience



Discover Assurant Vehicle Care today.
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Dealer
Services

How to Sell VSCs to the EV Buyer



“As EVs become more available, the impact on franchise dealers will grow. That’s why it’s important to learn how to educate EV buyers on their VSC options.”

Jeremiah Shelton

VP of Training and Development, APCO Holdings
(former of the EasyCare, National Auto Care, and GWC Warranty brands)

As electric vehicles (EVs) increase in popularity with consumers and as OEMs migrate more and more towards their models becoming fully electric, there is a growing challenge in the F&I office to look at a new way to talk about vehicle service contracts (VSC) that resonates with an EV buyer.

The Difference Between EVs and Gas Vehicles

EVs and gas vehicles are inherently different, so the typical big-ticket repairs you may be used to educating customers about don’t always apply. Make sure you do your research to understand the differences before you get in the box with an EV buyer.

The forces that move gas vehicles and EVs are very different, but they share over 70% of common components—like heating, air conditioning, steering, technology, electrical, and more. So, when an EV buyer shies away from buying a VSC, make sure to remind them about the traditional repairs they may have experienced with a previous vehicle and let them know that risk still applies with an EV.

Cost of Repairs

Less moving parts can mean less repair and maintenance to perform on an EV, but there are still several challenges that exist for EV owners. Service and repair cost are approximately 2.3 times higher than for gas vehicles and often require technicians that specialize in EVs. And because they’re still relatively new to the automotive landscape, service centers can often log longer hours to diagnose an EV problem, let alone fix it. On average, EVs require 1.5 times the labor hours as compared to gas vehicles. Labor rates are typically 1.3 times higher, too.

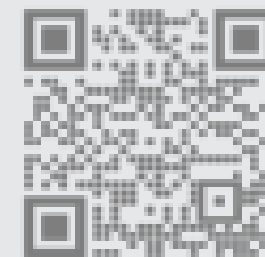
Our claims data shows that at least 75 percent of VSC claims are on parts that EVs have in common with gas vehicles—like tires, brakes, electronics, and air conditioning. That leaves only 25 percent of claims for powertrain items that EVs don’t have. So the risk of a large out-of-pocket repair bill is still something EV buyers should consider when they purchase their vehicle.

Prepare for the Future

As EVs become more available, the impact on franchise dealers will grow. That’s why it’s important to learn how to educate EV buyers on their VSC options. Doing this effectively can have positive results on a dealership’s bottom line and can provide the ultimate peace of mind for the EV consumer.

When it comes to F&I, the right partner is key

easycare.com/cmda



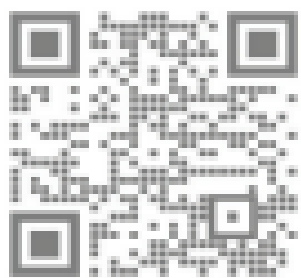
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Protecting What Moves You®

AN APCO HOLDINGS BRAND

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When it comes to F&I, the right partner is key.

- Founded in 1984
- 10K+ Dealers
- \$3.6B+ in Claims Paid
- 11M+ Contracts Sold
- \$1B Assets Managed in Dealer Participation Programs
- Auto, RV, EV, and CPO Solutions



Let's further your success.
easycare.com/cmda

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Protecting What Moves You[®]
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Connecting With Your OEM

FIND YOUR CONTACTS THEN STAY IN TOUCH REGULARLY

Once you have decided to become a new car franchised dealer, or to add another dealership to your group, you must become a dealer candidate at an OEM but, who should you be talking to at the factory to make them aware of your interest? The answer both complicated and simple.

CONNECT AT NAMAD DEALER CONFERENCES

First, let's look at who you may have already spoken to, perhaps at a franchise dealer meeting or at the annual NAMAD dealer conference. Often a Vice-President, Director, or Dealer Diversity Manager will attend these events and speak to prospective candidates. These individuals can be excellent resources for you when it comes time for a buy/sell approval. Try to schedule one-on-one meetings with these individuals or at least make a point to meet them and exchange business cards. You should put these individuals in your personal CRM system and check in with them every six months.

UNDERSTANDING DIFFERENT OEM MANAGEMENT STRUCTURES

Who else can help you at the factory? It's great to know the Vice-President of Dealer Networks but they won't be the person calling you to discuss a potential buy/sell. To answer this question, you need to understand the management structure of your OEM. In larger companies, there is usually a Director of Dealer Network. This person may also have a title of National Dealer Placement Manager. This is a great person to know. Remember though, they have a nationwide dealer network to manage and may not know the opportunities in your local market. You still need to drill down a little deeper.

Your OEM may also have a National Dealer Diversity Manager. Again, these individuals are great resources. These managers should be contacted every ninety days to discuss opportunities. Please keep in mind that these managers may have also be responsible for a nationwide network of minority dealers. They are closer to diversity opportunities, but they may not know your local market.

FORGING RELATIONS WITH REGIONAL MANAGERS

(The Ones Who May Be Compensated For Identifying Diversity Dealer Candidates)

There may be individual business centers or regions under the responsibility of the National Director for Dealer Network. These are typically staffed by a Senior Manager that covers dealer network responsibilities. In larger companies, these Senior Managers may have Dealer Network Managers. The Dealer Network Manager may manage two or three states or districts inside of the region or business center. These Dealer Network Managers/Senior Business Center Managers are usually the closest OEM Manager to your local market. These are the OEM managers that you must connect with and develop a relationship with. These individuals may have the responsibility for managing and increasing the minority dealer count in their markets. The annual

- *Understanding the OEM management structure*
- *Connect with OEM directors and managers top to bottom*
- *Each OEM management structure is different*
- *The regional OEM network and business managers are the ones motivated to help you become a dealer candidate*

compensation for these individuals may be tied to increasing dealer diversity in their area. These individuals are highly motivated to find diversity candidates and help them succeed. You should be in contact with these managers monthly.

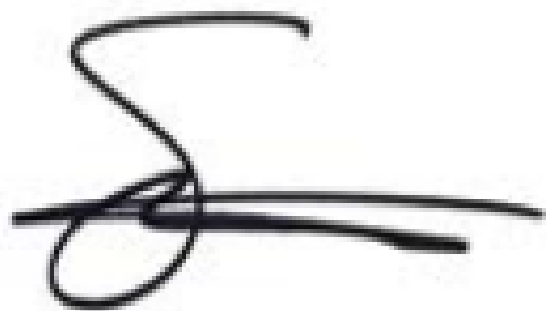
EACH OEM MANAGEMENT STRUCTURE IS DIFFERENT

Depending on the OEM, the structure of the Dealer Network Team may be different. Different managers may have different titles so ask your local sales district manager how the network team is structured for your OEM, and while you are at it, ask for names and contact information of these managers.

KNOW WHO CAN RECOMMEND YOU AS A DEALER CANDIDATE

All the OEM leaders and managers we have reviewed are helpful in your journey. You should be in regular contact with all the individuals discussed previously. The manager closest to your local market will be the most important individual you will want to seek out and connect with. These individuals will be the first person at your OEM that will recommend you as a dealer candidate. Find this individual and connect with them.

The next issue of OEM Insider will cover how to complete the OEM application and how best to present yourself. Until next time, good selling.



Steve Corle

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Innovation in Automotive Accounting

By Tobey Bryant

Automotive experts are talking about how the automobile industry is changing more today than it has in the last five decades combined. And for those of us in the industry, we are experiencing these changes every day.

The automotive industry has historically focused on the front end of the dealership to increase the movement and margin of car inventory, while streamlining the customer experience. This has paved the way for dealerships to pay more attention to the back office as well, specifically around the benefits of data automation.

What is automation in data analytics? In simple terms, it means using technology to perform analytical tasks, reducing manual processes, and minimizing human error.

Why does a dealership need data Automation?

- Increased accuracy: manual data entry is incredibly time consuming and error prone
- Improved efficiency, which in turn, allows staff and management to focus on other critical aspects of their business
- Easier training and onboarding of new employees
- Higher operating margins

The shift to focus on back-office automation has expanded across the marketplace; examples include Cox Automotive, CDK, DealerTrack, and Open Track, to name a few. In addition, data automation (as opposed to manual keying) allows dealers to use their existing technology platforms (like their DMS) in a more substantial and efficient manner.

Automation and accounting - The finance and accounting departments are the backbone of any dealership, and expectations for the F&I staff are mounting as technology evolves and customer expectations rise.

Accounting personnel within a dealership are challenged with retrieving real-time reporting, resulting in even more paperwork. They are overwhelmed with heaps of transactional work – expense reporting, collections, analyzing cash flows, making predictions, and so on – leaving little time to focus on growth goals and higher returns for the business.

Meanwhile, implementing intelligent automation into your financial workflow promises to improve accuracy, maintain compliance, and scale enterprise-wide so you can unify your workforce, transform your operations, and expand your automation across departments. Automation can return thousands of employee hours a year and improve processes by up to 90% for the average dealership. Intelligent automation enables your people to focus on higher-value work and improve efficiency across your organization.

Accumatic, an accounting automation company, was born when a franchise owner approached one of the founders and described the arduous process of posting factory and F&I reports into their DMS. Accumatic began working with the automotive industry to streamline data entry into dealer management systems, as well as reduce error-prone, manual processes. It soon became apparent that reconciliation processes and financial reporting beyond the factory, warranty, and discount report ingest also needed automation. For more information on automating your accounting processes, reach out to demos@accumatic.com or call us at 877-500-7049.

ACCUMATIC

Become a CMDA Member



**Chrysler Minority Dealers
Association**

Driving Our Future



Being a Chrysler Minority Dealers Association Member has its benefits. If you are looking to become a part of this great organization, please contact Mitch Mitchell, the Executive Director, at the CMDA office at (248) 687-1088 or emitchell@chryslerminoritydealers.org for more information or completing a DAP-7 dealer application.

2024 MEMBERSHIP

BENEFITS



Members, please remember that our Association provides you with the following benefits:

- Interaction with leading OEM, vendor and other stakeholder executives and influencers*
- A collective voice within the automotive industry and with automotive OEM's and executives.*
- A viable way to network, interact and mentor with dealers who share similar experiences.*
- Participation in business and educational meetings that promote ethnic minority dealers and their businesses*
- The opportunity to contribute to the growth and development of ethnic minority dealer candidates*
- The opportunity to be a direct contributor in strengthening our partnership with Stellantis*

DEALERS HELPING DEALERS!!! WE NEED YOU!!!

2024 MEMBERSHIP

BENEFITS (FINANCIAL)



Additionally, CMDA members are entitled to the following financial benefits as well:

NADA Dealer Academy Minority Candidate Support – (\$32,000)

Total funding (tuition, lodging, travel) for ten (10) ethnic minority candidates from CMDA dealerships to attend the NADA Dealer Academy. This will assist in the development of the next generation of minority dealers in the automotive industry.

Training Support – (\$10,000)

- A \$10,000 reimbursement for training and operational support activities, including 20 Group activities, Stellantis' Performance Institute training expenses and Degrees@Work Program.

CMDA Member Meetings Participation Incentive – (\$8,000) **Increased For 2024****

- Annual attendance incentive of \$4,000 for attending the CMDA Annual Meeting and Summer Meeting. A total possible incentive of \$8,000.

Dealer Association Membership / Conference Attendance – (\$2,000)

An annual reimbursement of up to \$2,000 for dealer association(s) membership (i.e. NAMAD, NADA, state dealer association,, etc....) and/or expense for registering/attending a Dealer Conference (i.e. NAMAD conference, NADA convention, etc....).

Charitable Event / Donation Support – (\$2,000)

- An annual \$2,000 reimbursement to assist CMDA members with their local charitable endeavors and emphasize the importance of community support.

NAMAD Membership Dues Payment – (\$500)

- Membership and payment of annual dues in the National Association for Minority Automobile Dealers (NAMAD). ***This is paid for members directly CMDA.***

Preferred Pricing – CMDA Membership

- Financial and operational benefits and preferred pricing from our sponsors

*Thank You For Your Support
of Our Association*

C M I D A

CHRYSLER MINORITY DEALERS ASSOCIATION

Driving Our Future