



2015 Dealer of the Year: Davis-Moore Auto Group

Setting the Industry
Standard With a
Commitment to the
Consumer

Partner Profile

Davis-Moore Auto Group

7675 E. Kellogg Drive
Wichita, KS 67207

Objectives:

- Increase unit sales
- Give consumers a reason to purchase a vehicle in tough economic times

Results:

- Consistent year-over-year increase in unit sales
- 55% penetration rate
- Average profit per unit on new vehicles: \$1230
- Average profit per unit on used vehicles: \$1,017

Davis-Moore Selected

Each year, *F&I and Showroom Magazine* selects six *F&I Pacesetters*, and one Dealer of the Year, based on the dealership's ability to balance performance with customer satisfaction. These dealerships set the pace for the rest of the industry with their professionalism and integrity. In 2015, Davis-Moore Auto Group was selected as *F&I and Showroom Magazine's* Dealer of the Year and Pacesetter of the Year.



What sets this dealership apart?

In 2010, the national and local economy in Wichita, KS was in the middle of a deep recession. **Wichita started with an unemployment rate of 9.2 percent** following the largest decline in state employment since 1946. Beyond the hurdles of the local economy, on a national scale, the U.S. economy struggled to maintain any kind of growth throughout the year with a national unemployment rate holding steady at 9.5 percent.

Meanwhile, the auto industry experienced a significant setback as **consumer demand for vehicles declined dramatically, falling from an annual rate of over 17 million units to under 10 million units.** During this time, Davis-Moore Auto Group, a six rooftop dealership in Wichita, KS, and longtime client of EFG Companies made a conscious decision to push hard and separate themselves from the pack.



EFG knew that to increase unit sales, the auto



EFG's Solution

group needed to motivate consumers to purchase vehicles by sheltering them from the continued effects of the Great Recession. With that in mind, EFG re-evaluated the F&I products Davis-Moore was selling based on the changing consumer mindset and the auto group's penetration rates. They began this process by working with the Davis-Moore management team to **fully understand the hurdles the auto group was facing, along with their successes from a business process and profitability standpoint.**

EFG then conducted a comprehensive analysis of current operations, along with online and in-store mystery shops to **review what was working and where improvement was needed in every aspect of the consumer experience.** They also sat in on everything from sales and F&I presentations to reception to evaluate the dealership group's customer service standards and compliance practices.

Using the results from their analysis, **EFG created a tailored action and improvement plan to meet Davis-Moore's evolving needs** that included a combination of training and compliance initiatives along with a product revamp, starting with EFG's award-winning WALKAWAY® program. With WALKAWAY, Davis-Moore had the unique ability to alleviate consumer concern when it came to making future car payments.

In 2010, consumer's weren't just worried about making

WALKAWAY®
PROTECTION FOR AUTOMOTIVE FINANCING

payments in the here and now, but also in the future, as Americans were concerned about sweeping job cuts in every industry. **WALKAWAY gave the auto group's consumers the security to purchase a car, knowing that they could walk away from their loan obligation if unforeseen life events occurred** that would inhibit their ability to make their payments, such as involuntary unemployment, physical disability and critical illness.



Ongoing Engagement

Davis-Moore incorporated WALKAWAY into a product menu that included:



To ensure the success of the new program, EFG first focused on ensuring the right people were in the right positions for the auto group's success with the company's proprietary and EEOC compliant, Professional DynaMetric Program (PDP) analysis. EFG then made specific recommendations on behavioral changes and training initiatives within the dealership.



Once individual goals were mapped out based on each individual's PDP profile, EFG helped Davis-Moore modify its pay plans to better motivate their team members to utilize their strengths and training to meet dealership profit objectives. With the right professionals and pay plans in place, EFG then focused on implementing ongoing training within the Davis-Moore dealerships.



Continuous Training

EFG first put all Davis-Moore employees through a finance workshop,

where they concentrated on identifying and filling customer needs in order to sign more loans, increase margins and generate repeat business. This was significantly important in helping Davis-Moore unite the sales and F&I teams, making their sales process more efficient, and improving their ability to deliver on their promise of superior customer service.



In addition to the finance workshop, **EFG's trainers guided Davis-Moore's 11 F&I managers through the Association of Finance and Insurance Professionals (AFIP) certification process,** with five individuals achieving the AFIP Masters Certification. Beyond formal training initiatives, EFG conducts compliance classes twice a year, along with monthly sales training.



To further help Davis-Moore ensure their team members' success, **EFG trained the auto group's management team to enable them to serve as trainers,** empowering them to conduct daily training on their own. At the same time, **EFG implemented "Save a Deal" daily meetings,** where Davis-Moore would review every deal in finance to determine if they could resurrect a deal that wasn't originally approved, whether with a larger down-payment, or by providing more documentation to the lender.

Lastly, EFG stayed engaged within each dealership by visiting the rooftops twice a month to continue training, review dealership goals and progress, and conduct F&I audits to further ensure compliance with menu disclosure, credit applications, etc.



Community Involvement

Beyond Davis-Moore's in-store initiatives, the auto group also actively supports its surrounding community and its citizens through various philanthropic efforts with:

- American Red Cross Heroes Breakfast;
- American Heart Association's Go Red for Women;
- Big Brothers Big Sisters;
- Cerebral Palsy Research Foundation;
- Derby Police Department's Holiday Shopping Initiative;
- DUI Victim Center;
- Independent Living Resource Center;
- Kidzcope;
- Muscular Dystrophy Association; and,
- Wichita Children's Home, among others.



American Red Cross



Big Brothers Big Sisters



Fighting Muscle Disease



American Heart Association®



Success

2010 Unit Sales

457 units/month

2013 Unit Sales

505 units/month

Average Profit per Unit

\$1,230 on new
vehicles

\$1,017 on used

In 2010, Davis-Moore was averaging 457 units per month. By 2013, they

increased unit sales to 503 per month. With that initial success in hand, EFG once again evolved Davis-Moore's product menu to match the new, post-recession consumer's wants and needs.

This resulted in replacing WALKAWAY with a product bundle designed to help consumers maintain resell value of vehicles they were keeping for much longer than pre-recession, consisting of:



TIRE & WHEEL
PROTECTION



WINDSHIELD
PROTECTION



DENT PROTECTION

To date, Davis-Moore has consistently increased unit sales year-over-year, and is on track to exceed 5,000 units in 2015. With EFG's continuous engagement and support, Davis-Moore averages \$1,230 profit per unit on new vehicles and \$1,017 on used, with a 55 percent penetration rate on vehicle service contracts.



Recognizing Davis-Moore

In addition, Davis-Moore has been recognized by several industry entities for its dedication to customer service and increased sales, including:



Chevrolet Standard for Excellence Winner, 2015

DealerRater Satisfaction Award Winner, 2015

Better Business Bureau Integrity Award, 2015

Lincoln-Leading Zone for Presidents Awards, Highest Lease Penetration for Kansas City Region

Mazda-In-Recognition Retail Sales Department for 25 Years and Above

DAVIS  **MOORE**



Dealer of the Year

Region CSI

Davis-Moore's continued success stems from their commitment to their customers. The auto group ensures that it provides relevant products that deliver tangible value and service to their customers. **By consistently putting the customer, and the community, first, Davis-Moore increased product performance and customer satisfaction to become a 2015 Pacesetter and Dealer of the Year.**

F&I and Showroom Magazine's Pacesetters are nominated by dealership employees, general agents, F&I providers and dealership vendors based on their **commitment to regulatory compliance, ethics, and to providing a customer-centric sales and F&I process.**



To learn more about EFG Companies,
visit efgcompanies.com

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