

# THINK LIKE AN F&I MANAGER

EFG SubPrime Intelligence



## Money Matters

F&I managers are constantly looking for ways to boost their margins. One of the hardest things they have to do is flip a customer who has secured financing elsewhere.

**AVERAGE SAVINGS**  
OF CONSUMERS WHO  
CHOSE THE INDIRECT  
CHANNEL VS. DIRECT:

**\$635.40**  
in 2008

**\$779.40**  
in 2009

**\$1,162.20**  
in 2010

**\$21 Billion**  
during that 3-yr period

When consumers step into the F&I office, they are more knowledgeable than ever before. If they've secured financing elsewhere, they are also more equipped to rebut any arguments to keep from being flipped. However, **it's hard to argue with savings**. When F&I managers can save their customer's money while at the same time meet their quotas, then their job becomes ten times easier. This is why product bundling makes so much sense in the sub-prime space. Product bundling gives F&I managers an easy way to increase their penetration and their profit with product upgrades, without affecting their customer's APR savings.

Enterprise

**FINANCIAL**  
NEWS