

LMA MID-YEAR REPORT



SALES BUILDER PROGRAM METRICS

REGION	ACCOUNT DIRECTOR	LMA	MONTH	THEME	DEALERS	RECORDS	RESPONSE RATE	SALES ACTIVITIES
NCR	Mark Everly	Select Heartland - Minneapolis	MAR	Sales Builder - CPO	51	179,532	1.2%	818
NCR	Jamie Riggsbee	Miami Valley - Dayton	APR	Sales Builder - CPO	20	60,000	1.0%	234
SCR	Jennifer Anderson	Texas Best - Waco	FEB	Sales Builder - Tax	16	48,316	1.2%	171
SCR	Sandy Bahr	MidSouth - Memphis	MAR	Sales Builder - CPO	16	51,316	1.3%	216
SCR	Karly Wallingford	Victoria TX	MAR	Sales Builder	1	5,284	0.8%	27
SCR	DeEtte Howell	Good Neighbor - Paducah	APR	Sales Builder - CPO	14	48,632	1.2%	196
SCR	Sandy Bahr	Super Chevy - New Orleans	APR	Sales Builder - CPO	11	33,000	1.1%	103
SER	Kristin McFarlane	Charlottesville	FEB	Sales Builder	2	3,727	1.9%	17
NCR	Marissa Vacek	U.P. Chevy	MAY	Sales Builder -CPO	6	18,533	1.49%	130

SERVICE BUILDER PROGRAM METRICS

REGION	ACCOUNT DIRECTOR	LMA	MONTH	THEME	DEALERS	RECORDS	RESPONSE RATE	TOTAL RO'S	TOTAL RO REVENUE
SCR	Jennifer Anderson	East Texas - Tyler	FEB	Service Builder	10	30,000	2.56%	768	\$285,078

Case studies are available for all LMA campaigns.

REQUEST PROPOSAL FOR YOUR UPCOMING LMA MEETINGS

YOUR STRATEGIC MARKETING MANAGER CAN PREPARE A CUSTOM PROPOSAL FOR EACH OF YOUR LMA'S UPON REQUEST.

Our LMA Sales Builder Program and newly developed subscription plan are data-driven sequential marketing designed to Retain, Re-engage, and Recruit customers throughout the Retail Planning Calendar.

- Multi-touch communications strategy that engages in-market customers and conquest targets.
- Transparent and real-time reporting throughout the program.
- Data modules available to meet your LMA needs.



Standard Sales Builder



Expiring Lessee



Special Finance



APR Loan Swap



Tax Code 179



Certified Service



Certified Pre-Owned



Appraisal Program



TRUCK MONTH

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