



## VALUE GUARD MAINTENANCE PLAN

# “THE DEALER’S PROGRAM”

- The dealer controls the money
- The dealer customizes the program and coverage's
- The dealer decides the costs
- Only your dealership can do the Service work

**(847) 382-1095**

# THE PROBLEM

What happens when you sell the manufacturer's maintenance program?

When selling the manufacturer's maintenance program you are really selling pre-paid maintenance for the manufacturer not your dealership.

# THE FACTS

- You send the manufacturer **all** of **your** money and they keep the entire unused portion.
- On a national level approximately 35% of all maintenance dollars are actually claimed.
- The manufacturer's maintenance program allows **your** customers to use their maintenance program at your competitor's dealerships.
- When selling **their** program, **if** the customer does come back to your dealership you get the "*privilege*" of doing the maintenance work at your cost!

*Does this sound fair???*

# THE SOLUTION: VALUE GUARD "THE DEALER'S PROGRAM"

When you sell **Value Guard** you get a "*turn-key*" maintenance program.

# THE FACTS

- The money *never* leaves your dealership!
- Your customers can use **your** Service Department only!
- You design the programs and coverages!
- You keep **all** of the unclaimed dollars (Profits!)
- You decide what your Service Department will profit!

*With **Value Guard** you really do pre-sell your own maintenance and you really do create a long term relationship with your customers.*

For further details to get your maintenance program started contact Dealership Development, Inc.

**(847) 382-1095**

# HOW PROFITABLE IS A PROPERLY ADMINSTRATED MAINTENANCE PROGRAM??

## “BASED ON”

- \$20 Oil Change Reimbursement
- 1 Tire Rotation per year
- \$15 Tire Rotation Reimbursement
- 3-Year Program
- 4 Oil Change intervals per year
- 35% Loss Ratio (National Average)
- Oil Change Reserve =  $\$20 \times 12 = \$240$
- Tire Rotation Reserve =  $\$15 \times 3 = \$45$

## Maintenance Program

### 25 per Month:

\$285	Net Reserve
x 65%	Underwriting Profit
<hr/>	
\$185.25	
x 300	
<hr/>	
\$55,575	per year or <b>\$277,875</b> every 5 Years

### 50 per Month:

\$285	Net Reserve
x 65%	Underwriting Profit
<hr/>	
\$185.25	
x 600	
<hr/>	
\$111,150	per year or <b>\$555,750</b> every 5 Years

### 100 per Month:

\$285	Net Reserve
x 65%	Underwriting Profit
<hr/>	
\$185.25	
x 1200	
<hr/>	
\$222,300	per year or <b>\$1,111,500</b> every 5 Years