

Headlines...

Dealers answer the call to help Ron Bortnick Ford

MD looking to higher vehicle license and title fees to curb transportation budget shortfalls

Print and online newspaper still best for attracting used buyers

Sign up Today! WANADA special leasing primer, Sept. 28

Staying ahead...

Dealers answer the call to help Ron Bortnick Ford

Labor Day week was not a good one for Ron and Marc Bortnick. The father and son's Ford dealership in Upper Marlboro, MD had the misfortune of being directly in the path of persistent rainstorms that "trained" overhead through Prince Georges County, MD for several days, sending streams of water through the dealership that badly damaged new and used inventory as well as the dealership itself.



This week was a different story, however, as Ron Bortnick Ford reopened its doors on Monday September 12, 2011, through the determined efforts of the store's employees and the generosity and support of Ron and Marc Bortnick's fellow Ford and area dealers and the company itself. "I can't say

enough how much I truly appreciate all the help we have received from Ford, my fellow Ford dealers and dealers throughout the metro region in helping me restock my inventory and getting us back on our feet," Ron Bortnick said.

Ron Bortnick Ford lost 95% of its vehicle inventory because of water damage, but much of that is being replaced by Ford dealers who are transferring some of their inventory to Bortnick Ford while the Ford Motor Company reallocates production to replace those transferred vehicles later this fall. "The dealer community is a close knit one and it's times like this when they show it," Bortnick said.

At the dealership, recovery work is well underway. Fortunately, the mainframe computer was not damaged and the service department is back in full operation. Damaged vehicles are being stored at a nearby parking lot. "It's stressful," Bortnick says, but he is determined.

Bortnick says any help he can get with transferring vehicles is especially appreciated and asks dealers wishing to do so to please call him at the dealership (301) 627-5600. Meanwhile, the Bortnick's have posted a "Thank You" video on YouTube as a show of appreciation to all those who have lent a hand in their recovery efforts. It can be seen by clicking [here](#) or on the WANADA homepage at www.wanada.org.

MD looking to higher vehicle license and title fees to curb transportation budget shortfalls

The Maryland Senate Budget Committee is looking at boosting vehicle license and titling fees as one option to generate revenue for the state's depleted transportation fund, which accordingly, is at \$800 million upside down.

In addition to the license and titling fees increase, the panel is also considering increasing the state's 23.5-cent-per-gallon gas tax, imposing a 6-percent tax on the sale of gasoline, and a regional sales tax that would be applied to counties that are directly affected by mass transit, such as Montgomery and Prince Georges counties

A 10-cent increase to the state's per gallon gas tax would generate more than \$300 million in additional revenues annually. If instead it added a 6 percent sales tax on gasoline, which currently has no sales tax, the state would generate an additional \$580 million in extra revenue each year, according to budget analysts.

Whether any of the taxes are imposed, however, may turn on whether the funds can be effectively segregated from other state funding pools. Currently, no such restriction applies and the fund has repeatedly been tapped to offset state budget deficits; most recently for \$100 million in the fiscal 2011 budget, when the state was facing a \$1.6 billion shortfall.

Some lawmakers and transportation officials want to make sure that no elected officials can get their hands on the money even if there is a deficit in the state's general budget.

The Maryland Budget and Tax Policy Institute, an independent think tank, says the state must have the capacity to draw from all of its revenue sources in time of severe budget stress.

"We want to make sure the general fund is dealt with first," said Branden McLeod, associate director of the institute. "The only way we would support new revenues for the transportation fund is if lawmakers came up with new revenues for the general fund as well."

Any measures the budget committee proposes, of course, will be reviewed by the General Assembly in a special session set to begin in October. Maryland is facing a general budget shortfall of at least \$1 billion in the next fiscal year. The Maryland Commission on Transportation has stated the fund needs at least \$800 million annually to meet the state's most basic transportation needs.

Print and online newspaper still best for attracting used buyers

It may be the age of “new media,” but print and online newspapers are still the best way to reach used vehicle buyers, according to CNW Marketing Research, which specializes in analyzing how consumers use media to make vehicle purchase decisions.

In its latest report on the subject, the Eugene, Oregon, based firm notes that some 70 percent of all buyers rely on newspaper media when it comes to deciding on where to buy a used vehicle, far outdistancing the Internet, which accounts for only 12.4 percent of would-be buyers going to a dealership. Indeed, CNWMR reports that the Internet’s importance has remained stagnant since it last took a look at the measure of the media’s importance in 2006.

What has gained some traction with would-be used car buyers is social media sites, like Facebook and MySpace, CNWMR reports. It found that some 6.5 percent of potential buyers use the media for research purposes.

Save the Date!

Thursday, October 20, 2011

Social Media, the Internet and how to use them to boost dealership sales and profits

A special WANADA dealer seminar
with

Matt Murray of Dealer.com

What works, what doesn’t on vehicle shopping sites?

CNWMR also reports on the efficacy of vehicle shopping sites and in its latest reports it proves the old adage that “you get what you pay for.”

It found that when it comes to the “accuracy of the vehicle description,” paid sites far outdistance non-paid:

Car not as advertised

Craigslist (free)	46.2%
eBay (paid)	27.8%
Local ad (free)	24.8%
Social Network (free)	14.2%
Local ad (paid)	13.1%
AutoTrader (paid)	10.6%

It also found that “time to sell” was shortest with accurate and paid ads

Time to sell in weeks

Social network	8.2 weeks
Craigslist	6.9 weeks
Other online shopping	6.2 weeks
Park and sell lots	5.3 weeks
Local unpaid ads	5.2 weeks
AutoTrader	4.6 weeks
eBay	3.7 weeks
local ad (paid)	2.1 weeks

Sign up Today! WANADA special leasing primer

Leasing 101: A primer for vehicle sales associates on the benefits of leasing

September 28, 2011, WANADA headquarters

A service of the Automobile Dealers Education Institute (ADEI)

The “Leasing 101” training workshop provides vehicle sales associates with the information they need to fully understand leasing and how to present leasing as an option (and benefit) to the customer. The target audience for this class will be Finance Managers, Sales Managers, and select Sales Consultants.

Ty Courtney, of JM&A Group, which specializes in lease training, will present the day-long seminar. Mr. Courtney received his law degree from the University of South Carolina and after spending 25 years of his career in the legal profession and politics, changed to an automotive career where he held sales manager, finance manager and finance director positions. In 2006, Ty became a JM&A Group trainer where he has been able to share his automotive and legal experiences with dealers throughout the country.



The topics covered in the Leasing 101 class include:

- Background of Leasing & Lease Terminology
- Pros & Cons of Leasing
- Normal Wear & Tear vs. Excess Wear & Tear
- Benefits of Leasing
- The 100% Rule
- Common Leasing Questions and Objections
- How to Calculate a Lease
- Leasing Role-Plays

For more information, please contact Kristina Henry at kh@wanada.org; 202-237-7200, or click [here](#) to download the form and fax to (202) 237-9090.

Staying ahead...

The hardest thing to learn in life is which bridge to cross and which to burn.

David Russell, author