



ROYAL PALMS RESORT AND SPA
5200 E Camelback Road, Phoenix, AZ 85018



Group Zeus

SmartSchedule™

Wednesday, January 24, 2024

6:30 PM – 9:00 PM | Reception | Orange Grove

Thursday, January 25, 2024

7:30 AM – 8:00 AM | Breakfast | Palmera Patio

8:00 AM – 5:00 PM | Meeting | Palmera Salon

12:00 PM – 1:00 PM | Lunch | Palmera Patio

6:30 PM – 8:30 PM | Dinner | Camelback Vista

Friday, January 26, 2024

7:30 AM – 8:00 AM | Breakfast | Palmera Patio

8:00 AM – 12:00 PM | Meeting | Palmera Salon



EXECUTIVE CONSULTANT

Justin M. Osburn



SmartSchedule™

Thursday, January 25, 2024



SmartGroups
Justin M. Osburn

7:30 AM | Breakfast in Palmera Patio

8:00 AM | General Business Session

HOUSEKEEPING

Restrooms / Cell Phones / WiFi / Temp. / Group Dinner Count

WELCOME TO OUR MEMBER CANDIDATES

Please be prepared to tell us about:

- **You and your family**
- **Your business career – “How did you happen to get into this business?”**
- **Your dealership, facility, market, employees, etc.**
- **Prior Twenty Group experience, if any**
- **Your goals and ambitions, both personal and professional**
- **Other dealerships or businesses in which you are involved**

ANNOUNCEMENTS

- **Justin M. Osburn, Executive Consultant**
- **Meeting Packet**
- **SmartSchedule™**
- **Future Meeting Dates and Sites**

OTHER ANNOUNCEMENTS

If any Member is considering leaving early, before the final adjournment on the last day, they should have made their request and reasons known to Melanie Mills, Director of Operations, prior to this meeting. Email Melanie at Melanie@ARCDealers.com

The success of this meeting is entirely dependent upon the desire, curiosity, and participation of each Member. Members must come to the table prepared to share the results of their successes and/or frustrations.

MEETING EXPENSES

Every Member coming to the meeting will be expected at each function unless ARC is notified to the contrary three days prior to the meeting. Hotels and restaurants will be given guarantees based on this policy. Please review the SmartSchedule™ and MRP prior to the meeting and notify **Melanie Mills at 660.351.6433** or Melanie@ARCDealers.com by email, if you have any concerns.



SmartSchedule™

Thursday, January 25, 2024

8:15 AM | HGreg Member Introduction with John Hairabedian

Everything started with an idea. We wanted to meet the needs of consumers that were looking to purchase a quality vehicle without breaking the bank. Today, it is thanks to this approach that we have quickly become a leader in the pre-owned industry. It is also the reason our customers choose to do business with us.

When we founded HGreg.com more than 25 years ago, our vision was to make the experience of buying a vehicle easy for all consumers. We wanted to create a place where people could find quality vehicles at unbeatable prices—all in a setting that made everyone feel truly at ease.

The automobile industry was completely shaken up by the opening of the first HGregoire superstore in Saint-Eustache. We were setting the foundations of a new standard for quality in the pre-owned vehicle market. Clients, on the other hand, were pleasantly surprised with our concept. The competition bit the dust. It had to adjust.

In 2004, we reached an all-time sales record of 1750 vehicles sold in only 30 days! Our superstores started multiplying and our clients became our most loyal ambassadors.

In 2005, HGregoire is ranked the 5th company with the fastest growth in Canada, according to L'Actualité magazine.



HGreg
John Hairabedian

In 2009, HGregoire proved once again to be fearless by opening a superstore in Miami in 2009, right in the middle of the economic crisis. The bet paid off as American consumers gladly welcomed HGregoire's unbeatable value for their money. At the same time, more expansion projects took place in Québec to meet the growing demand for affordable, yet high-quality vehicles.

With superstores throughout the province, we can truly say that our idea has come a long way. In order to provide our clients with an even larger selection, we decided to venture into the new vehicle market by acquiring Nissan, Hyundai, Chrysler, Dodge, Jeep, RAM, Mitsubishi, Kia, Toyota and INFINITI dealerships.

HGreg.com continues its expansion in the United States with a store on the West Coast, in California. Located in the suburbs of Los Angeles, the opening of HGreg Nissan Buena Park marks a milestone in the company's history.



SmartSchedule™

Thursday, January 25, 2024

8:30 AM | LinUs Reporting Review – PROSPECTING and SALES

Justin has been really focused on a solid total lead count as well as Ups, Demos, Write Ups and sales. Linus doesn't currently integrate with CRMs but this is his vision in 2025, to ensure accuracy in the LinUs reporting.

We have also made a change, in November, reformatting the Prospecting Report to almost mirror Auto Boutique's prospecting report that was reviewed in detail in Lake Tahoe. The group seemed to really like that report so, with their permission, Justin modified the Prospecting page.

Additionally, Steve P. and Elite Motors had comments about accounting for inventory and leads and making a few modifications that are very insightful to this page.



ARC

Cory '3K' Collins

9:00 AM | LinUs Reporting Review - F&I w/ Cory Collins

Another hot subject raised by the committee was F&I. While front end profit and volume struggle, there is a need to maximize back-end gross profit and front-end preloads. ARC's F&I National Training Director '3K' Cory Collins will walk the group through the F&I reports and host a discussion about F&I best practices.

9:45 AM

Networking Break

Quick 15 Minutes



SmartSchedule™

Thursday, January 25, 2024



vAuto

Dale Pollak

10:00 AM | vAuto Gross Deception and Q & A with Dale Pollak

Dale Pollak's career in the automotive industry spans more than four decades. As a dealer, technology entrepreneur and best-selling author, Pollak has helped over 12,000 automotive dealers in North America and Australia make dramatic improvements in their new and used vehicle operations.

Pollak pioneered the Velocity Method of Management™ which maximizes a dealer's profitability through the use of new and used vehicle market metrics. Pollak crafted this approach during his years as a Cadillac dealer in Chicago in light of his unique circumstances of not being able to physically observe his used vehicle inventory due to blindness.

In a dramatic move in 2019, Pollak changed course to a new investment-minded management approach called ProfitTime, which addresses fundamental shifts that occurred in prior years. This new approach has proven to once again, dramatically improve and restore dealer profitability.

In late 2010, AutoTrader.com acquired vAuto, with both companies now operating as a part of the Cox Automotive family. Pollak continues to guide strategic product development/integration for vAuto and other Cox Automotive companies. Prior to vAuto, Pollak helped build and lead Digital Motorworks, Inc. to its successful acquisition by ADP in 2002.

Pollak's first four books detail the application of the Velocity Method of Management™ in dealerships. His fifth book, titled *Gross Deception* introduces the latest investment-minded approach for used vehicle management. Dale's most recent sixth book, *The Whole Truth*, presents a candid and eye-opening new perspective on making money in the wholesale business.

Pollak holds a B.S. in Business Administration from Indiana University, a law degree from DePaul University's College of Law, and is a four-time winner of the American Jurisprudence Award. In addition, Pollak received the 2010 Ernst and Young Entrepreneur of the Year Award, and in 2011, Pollak was inducted into the Chicago Area Entrepreneurship Hall of Fame. In 2014, Pollak was named as Poling Chair at the Indiana University Kelley School of Business. In addition to his role with Cox Automotive, Pollak is also a board member of DriveTime and Hireology, Inc. and serves as a transportation advisor to the Federal Reserve Bank of Chicago

Brought to you by First Business Bank

Jeff Widholm has 16 years of experience in dealer floorplanning, primarily serving independent dealers across the United States and Canada, with responsibilities in credit, collections, sales, and operations. He brings a wealth of experience as an executive on the corporate side as a COO of a floorplan finance company and a CFO of a multi-store franchise dealership.

Jeff started his career in commercial lending with JPMorgan Chase serving middle market companies in a variety of industries. He holds an MBA from the Indiana University Kelley School of Business, and a Bachelor of Science Degree from the University of Illinois. He has served on the board of directors of the Juvenile Diabetes Research Foundation and the American Diabetes Association.



First Business Bank
Jeff Widholm



SmartSchedule™

Thursday, January 25, 2024

12:00 PM

Lunch - 1 Hour
Served on the
Palmera Patio.





SmartSchedule™

Thursday, January 25, 2024



Max Motors
Mark Muller

1:00 PM | Max Motors Questions and Answers with Mark Muller

The mission of Max Motors Dealerships is to be the premier quality vehicle retailer in the Midwest by providing the best opportunities for its team members, communities, and the manufacturers they represent.

Relationships mean everything to the Max Motors team. That's why they consistently go above and beyond to provide a convenient and hassle-free customer experience and ensure each customer finds the perfect vehicle to meet their unique wants and needs.

Max Motors Dealerships was founded in 2006 in Butler, Missouri. Since then, it has expanded to nine franchises, twelve dealerships, 3 commercial truck departments, and two collision centers across six cities and two states. And this is just the beginning. Owners Mark Muller and Bob Jacaway are optimistic about the continued growth of Max Motors and attribute the company's growth thus far to the boots-on-the-ground team members. Each day, they come to work ready to deliver the highest quality in care and customer satisfaction to build the Max Motors brand as "not your dealership for one car, but for every car in your lifetime."

Max Motors Dealerships has a large selection of New and Pre-Owned vehicles in stock! You can view our digital showroom 24-7 online or in person. Max Transit is a great option for sales and service. When buying your next New or Pre-Owned vehicle, you can buy online and we will deliver to your doorstep. Our service department prides ourselves on servicing all year, makes and models. Max Transit provides our customers a free pick up, service, and delivery for your service vehicle needs. Many companies also schedule our mobile service vans for basic maintenance needs."

For total honesty, accessibility, and down-to-earth people who care – Max Motors Dealerships is one of the fastest growing auto dealerships in the Midwest and the home of your next new or new-to-you vehicle.



SmartSchedule™

Thursday, January 25, 2024



ARC
Jason Caley

1:45 PM | LinUs® Reporting Review – Fixed Operations with Jason Caley

(60 MINUTES)

Another very hot topic discussed by the committee is fixed operations and how F&I and Fixed can potentially be a path of opportunity, as well as a strong evaluation of expense control below. This block of time will be used looking at LinUs's fixed numbers led by Fixed Operations expert, Jason Caley.

2:45 PM | LinUs® Reporting Review – Expenses and Executive Summary

(45 MINUTES)

The committee felt expense control is a critical topic for this group moving into 2024, we will utilize this tool to openly discuss expense control strategies moving into the new year, using LinUs data.

3:30 PM

Networking Break

Quick 30 Minutes

4:00 PM | SmartTopics

(45 MINUTES)

It's been a long day looking at data and covering the current market. We are going to spend 45 minutes hitting SmartTopics and adjourn for the day.

Please meet outdoors
at the **Camelback**
Vista Area at 6:30 pm
for dinner





SmartSchedule™

Friday, January 26, 2024

7:30 AM | Breakfast Palmera Pation

8:00 AM | Review Yesterday's Meeting Discussion

8:05 AM | Group Housekeeping

Proposed Nominees for Membership
Gravity Auto

Verification of Roster Information

Hard Copy Composites Mailed Monthly – complete requests and turn in - \$25.00

Selection of Future Meeting Sites and Dates

Other Business –

Meeting Site Parameters

**Currently, Justin is only accepting dealers into Zeus with no geo-graphical conflicts with current members and retailing over 500 units per month retail.

DATES OF FUTURE MEETINGS

May 19 - 23, 2024 (S,M,T,W)

- Location: Disney Leadership Institute Group Meeting, Orlando, FL
- Reception, 3 days in session and a half day meeting after to recap
- Rates: Grand Floridian Hotel, On Property, \$389.00 / night
- Reservations: Contact Melanie Mills to secure your room reservation

September 4-6, 2024 (W,T,F)

- Location: AutoBoutique / Houston, Texas
- Rates: TBA
- Phone: TBA

January, 2025 (W,T,F)

- ** AutoMaxx Onsite May of 2025
- Other Business –
- Meeting Site Parameters
- Nominee Profile
- Best / Worst Idea



SmartSchedule™

Friday, January 26, 2024

8:30 AM | Best Practices

In Lake Tahoe, we moved to a Best Practice Rotation and are moving to a rotation schedule. 50% of the group will have a Best Practice for that meeting, and the other 50% of the group will present a best practice this meeting. We will continue to rotate back and forth each meeting. This is a compromise, as some of you want a rotation or a break from Best Practices and some members want it every meeting.

HOMEWORK!

Here are the scheduled members presenting Marketing Best Practices:

- Autos of Dallas
- Drive Max Group
- Hanna Imports
- Auto Boutique
- AutoMaxx
- HGreg

For this best practice session, I recommend you task the creation of this best idea to your BDC Manager, Marketing Manager, etc.

- All members will put \$100 into the pot.
- All members will get 1 vote.
- There is a \$250 fee for not having material in the book

By taking the Best Practices session seriously, you will contribute one best practice, and take away 10 others. The goal for this session is for you to identify at least one or two practices that you can take back to your store, deploy, and pay for your SmartGroups expense.

NEW REQUEST!

We have had several requests that for this section of the meeting, Best Practices, we ask you politely to shut down your laptops and stow them away, so we can offer our undivided attention to the presenters for this session. Also, keep in mind, if you take a call in the hallway or if you go to the restroom, it interferes with the ability to vote fairly on each idea in your absence. So please be mindful of this as we work through this hour of best practices.

- \$100 Buy In - \$250 penalty if not in the pre-printed book
- First Place gets 75% of Pot
- Second Place gets 25% of Pot
- If there is any composite fees collected – they will be added



SmartSchedule™

Friday, January 26, 2024

9:30 AM | LinUs® Reporting Review – Expenses and Executive Summary (continued...)

The committee felt expense control is a critical topic for this group moving into 2024, and we did not have enough time to get through the expense review yesterday. We will utilize LinUs to openly discuss expense control strategies moving into the new year, using LinUs data..



SmartSchedule™

Friday, January 26, 2024

10:20 AM

Networking Break

20 minutes





CLOSING COMMENTS

Friday, January 26, 2024

10:40 AM | Acquiring and New Franchise Point & SmartTopics

Many of you are either acquiring or thinking about acquiring new car/franchise/OEM points. This time will be allocated to put a bow-tie on all topics discussed this meeting via SmartTopics, as well as conversate / roundtable new car franchise location acquisition.

11:50 AM | Commitments, Surveys and Close Out with Justin

We will use this last 10 minutes to complete commitments for the next meeting, complete meeting surveys to get your feedback and close out all other housekeeping items.



Have a safe trip home!

SMARTGROUPS™

20 GROUPS REIMAGINED