

the

VIRGINIA

INDEPENDENT NEWS

Q1 2022

CELEBRATING

BLACK LEADERS

IN THE INDEPENDENT AUTOMOBILE INDUSTRY



Omar White, City to City Auto Sales
Richmond, VA



Connie Johnson, Compact Auto Works
Chesterfield, VA



Melinda Anderson, Top Tier Motors
Colonial Heights, VA



Alexander Adams, Affordable Driving Automotive
Virginia Beach, VA

INTEGRATED INVENTORY SOLUTIONS:

MARKETPLACE | ASSURANCE | RECONDITIONING | FLOOR PLANNING | LOGISTICS | DECISIONING



BETTER, FASTER VIRGINIA WHOLESALE

As the nation's leading provider of end-to-end wholesale vehicle solutions, Manheim is here to help you be more successful with the in-lane and online tools you need.

VISIT OUR VIRGINIA LOCATIONS

Manheim Fredericksburg
Manheim Harrisonburg
Roanoke Valley Mobile Sale

OUR MISSION IS YOURS.





The Virginia Independent News

Virginia Independent Automobile Dealers Association

1525 Huguenot Road, Suite 102
Midlothian, VA 23113
(757) 464-3460 | (800) 394-1960
Fax: (757) 299-6331
VIADA.org | info@viada.org
VADealerRecertification.com
facebook.com/infoviada

Alvin Melendez, CMD

Executive Director
alvin@viada.org

Tommie Melendez

Director of Education &
Dealer Development
tommie@viada.org

Gonzalo Aida

Director of Government Affairs
& Lobbying
gonzalo@viada.org

Sandra Sanders

Director of Business Development
sandra@viada.org

Chris Maher

VIADA Instructor
chris@viada.org

Blake Jackson

Office Director & Education Coordinator
blake@viada.org

Dana Parker

Membership & Communications
Coordinator
dana@viada.org

Leslie Shuker

Bookkeeper & Inventory Coordinator
leslie@viada.org

Magazine Production

ProfessionalMojo.com
info@professionalmojo.com

A VIADA Publication ©2022

The statements and opinions expressed herein are those of the individual authors and do not necessarily represent the view of the Virginia Independent Automobile Dealers Association. Likewise, the appearance of advertisers, or their identification as members of VIADA, does not constitute an endorsement of the products or services featured.

Q1 2022 | CONTENTS

SAVE THE DATE

DEALER EDUCATION DAY & EXPO

APRIL 5, 8A-5P

DOUBLETREE BY HILTON RICHMOND MIDLOTHIAN, VA

SEE PAGE 19 FOR EXCITING DETAILS!

FEATURES

7 | Top 7 Ways Dealers Can Turbocharge Their Used Car Inventory

Dealers who build a used inventory strategy can now use it as a backbone of their success moving forward.

10 | Celebrating Black Leaders in the Independent Automobile Industry

VIADA takes a moment to feature successful black entrepreneurs in the car industry.

12 | 5 Ways to Fill Open Positions Faster

Competition for qualified candidates is fierce, while recruiting has become even more of an online affair. Here are five ways to use technology to fill open positions faster.

12 | NIADA Hires New Director of Government Affairs

Meet Christina Perez. She'll work to get association members engaged, as well as raising awareness of the PAC and educating NIADA member dealers about the importance of participating.

14 | Focus on Fraud

Point Predictive reports lenders saw record levels of fraud in the past year. Learn how to spot the red flags of fraud to reduce its affects.

17 | Why Customers Aren't Coming Back...and How to Change That

Without direct insight into your customers' minds, it can feel like you're fighting an uphill battle...and losing.

18 | The Economic Impact of Auto Dealers in Virginia

Independent dealers are a vital and vibrant part of the Commonwealth's economy. Check out these fascinating statistics.

DEPARTMENTS

- 3 | Message from the Executive Director: Car Price\$ are Still High, Membership Saves You Time & Money...

- 4 | Message from the President: Full Speed Ahead

- 8 | Legislative Update
12 | Dealer-Operator Prelicensing Course Schedule
16 | Ladies Auxiliary Update
20 | Membership Application



4805 PHILADELPHIA RD, P.O. BOX 200, BELCAMP, MD 21017

THURSDAYS

CAR & TRUCK SALE at 8:00am

Featuring: Repossessed Assets from Banks, CUs & Financial Institutions

WEEKLY DEALER SALE at 9:00am

American Credit Acceptance • Ally • ARI • Boyle Buick •
CAC • Chrysler Capital • CPS • Element • Enterprise •
Exeter • First Investors • GM Financial • Hertrich •
IG Burton • Jones • Lindsay • Location Services • M&T Bank •
Mile One/Bargain Buys • OneMain • Santander • Truist/RAC •
U-Haul • and Many More Great Consignors!

2,000+
UNITS WEEKLY!



400+
UNITS WEEKLY!

BI-WEEKLY CLOSED SALE



MONTHLY GOVERNMENT



1300 BUSINESS CENTER WAY, EDGEWOOD, MD 21040

THURSDAYS

WEEKLY DEALER SALE at 8:30am

Featuring: Rental Run & Drives, Repos, Donations,
Scratch & Dent, Fleet/Lease & Inop Rentals

LAST THURSDAY of the month: State & County Sale

EVERY 2nd TUESDAY



at 9:00am followed by:



VIADA 2022

BOARD OF DIRECTORS

STATE OFFICERS

Chairman of the Board

Andrew Wiley

Consumers Auto Warehouse, Inc.

President

Donald Sullivan Sr., Sullivan Auto Trading, Inc.

President-Elect

Craig Amelung, Manheim Fredericksburg

Vice President

Matt McMurray, CMD, Campus Automotive

Vice President

JoeAnthony Ramon, Virginia Auto & Truck

Vice President

Lee 'Eddie' Haley, Route 11 Valley Auto Sales

Secretary

John Taylor, Regional Auto Sales

Treasurer

Donald Sullivan Jr., Sullivan Auto Trading, Inc.

DISTRICT REPRESENTATIVES

DISTRICT 1

President - JoeAnthony Ramon,
Virginia Auto & Truck

Vice President - Don Boucher,
Courtesy Auto Sales

Vice President - Alexander Adams,
Affordable Driving Automotive

Secretary/Treasurer - Karen Culpepper,
ADS Management Group

DISTRICT 2

President - Melinda Anderson,

Top Tier Motors LLC

Vice President - Omar White,

City To City Auto Sales, LLC

Secretary - Jarett Shaw,

Hermitage Classic Cars

Treasurer - Lonnie Johnson,

Compact Auto Works, Inc.

District Officer - Jennifer Balmforth,

Steals On Wheels, LLC

DISTRICT 3

Acting President & Secretary - Sonny Arrington,

Price Is Right Auto Sales

Vice President - Greg Parker,

Roanoke Auto Auction

Vice President - Matt McMurray,

CMD, Campus Automotive

Treasurer - John Porter,

Porter's Automotive, Inc.

DISTRICT 4

Chairman of the Board - Donald Sullivan Jr.,
Sullivan Auto Trading, Inc.

President - Chris Maher Sr., Car Credit Nation

Vice President - Jason Brown,

Vision Motors, Inc.

Vice President - Andy Guowitz, Fairfax Motors, Inc.

Vice President - Chris Maher Jr.,

Car Credit Nation

Vice President - Robert Fisher,

Northside Auto Sales

Vice President - Sam Azizi, DMV Auto Group

Secretary/Treasurer - Lupe Sigman,

Lucky Line Motors, Inc.

DISTRICT 5

President - Brent Toone, Lakeview Motors

Vice President - Sammy Wright,

Church Street Auto

Secretary - Marjorie Richards,

Quality Motors, LLC

Treasurer - Gail Semones

DISTRICT 6

President - Bobby Steele, Steele's Auto Sales

Vice President - John Taylor,

Regional Auto Sales

Secretary/Treasurer - Paul Lynn Martin,

L&B Auto, Inc.

DISTRICT 7

President - Lee 'Eddie' Haley,

Route 11 Valley Auto Sales

Vice President - Edward Habavets,

My Car Outlet LLC

Secretary - Chris Crites,

Bob Wade Auto World

Treasurer - Cindy Champ,

Manheim Harrisonburg

DISTRICT 8

President - Ricky McReynolds,

Country Auto Sales, Inc.

Vice President - Vacant

Secretary - Levita Moore,

John's Auto Sales, Inc.

Treasurer - Vacant

CAR PRICE\$ ARE STILL HIGH, MEMBERSHIP SAVES YOU TIME & MONEY...

The *Washington Post* reports that the automotive industry may produce a staggering 1 million fewer cars than usual this year, primarily due to the same supply chain issues and chip shortages that caused toy shortages around the world and grocery shortages around the country.

Used cars are much more expensive and harder to find than ever before. Dealers are reportedly paying 27% more for pre-owned vehicles at auctions than they did just one year ago, according to The New York Times.

No one can predict for certain when this is going to be over, but one thing is for sure: If you need a car, there is no reason to wait. Everything is pointing to a very slow recovery process that could last over a year or more.

Please pay attention to the Dealer Talk Newsletter that MVDB sends to your emails, as it contains valuable information and industry updates. Stay educated to avoid being fined, since some of the recent fines have totalled over \$100,000. Many of the violations are not just from the

MVDB, but also the DMV. While MVDB can suspend or even revoke your license, the DMV can charge you criminally.

VIADA is excited to re-introduce a Member benefit: Our very own Genuine Protection Plan - Designed by Dealers, For Dealers. The coverages available include any year, any make, and any miles. Call Sandra at VIADA for more information. The benefits available through membership with VIADA are enormous. We will be updating our Auction App to include other Vendor Discounts available to you at the touch of a button. So, if you don't have the App downloaded yet, please call the office so we can get you set up to not just save but make money. We are always adding partners to help you run your business better, and we urge you to take advantage of all the resources available for you. Don't forget that when you become a member of VIADA, we include the NIADA membership with tons of dealer resources, including hundreds of additional vendors, articles, and webinars to bring you up to date with dealer compliance, and all the up to date news in the automotive industry. ■



ALVIN MELENDEZ
EXECUTIVE DIRECTOR, VIADA
ALVIN@VIADA.ORG

“

*Success is not final;
failure is not fatal:
it is the courage to
continue that counts.*

WINSTON S. CHURCHILL

FOR VIADA MEMBERS ONLY!



GENUINE
PROTECTION PLANS

DESIGNED BY DEALERS, FOR DEALERS.

- All Years, All Makes, All Miles
- Service Contracts
- Limited Warranties
- Guaranteed Asset Protection (GAP)
- Tire and Wheel
- Buy Here, Pay Here

- Windshield Replacement
- Key Replacement
- Appearance Protection

*The coverage your
customers want at a price
everyone can afford!*

Contact VIADA for more information:
info@viada.org or 800-394-1960

FULL SPEED AHEAD



DON SULLIVAN SR.
PRESIDENT, VIADA
SULLIVAN AUTO
TRADING, INC.

Greetings Virginia Independent Dealers,

As we go full speed ahead into this awesome year 2022, let's be prepared and equipped to maximize every opportunity. There are many Virginia dealers who made major adjustments and redirected their strategies to enable them to continue doing business in this ever-changing industry. A critical area of change continues to be in technology. As it is for technicians in service and their ever-advancing technology changes, we must be determined to get better in this area, or we will be left behind. Education and compliance are always a top priority. VIADA is always there for support, constantly working hard to provide education and compliance information for its dealers. With a phone call at their fingertips, dealers can receive guidance and advice with almost every concern.

This year as president my focus is solely on our eight districts and their members. Our district meetings were negatively impacted during the pandemic. My every effort will be to rekindle our meetings. Helpful question and answer time with MVDB field agents in our meetings will be something of great value, as will having members of the MVDB present to give updates and share important topics from our Dealer Board. Building relationships is a vital part of everything we do. It is also important for us to build the same relationships with our local legislature. These delegates need to know us and we need to know them. We have PAC funds ready to support our Virginia Representatives as they attend our district meetings.

So many of our members think or believe VIADA is a vendor. My vision of VIADA is a networking necessity that has endless opportunities to build relationships. VIADA district meetings are a time of developing relationships with all types of vendor opportunities from advertising, bank floor plans or just networking together sharing problem-solving. These district meetings are a time for the elite in the automobile business to share ways to be recognized by the consumer as the dealer with integrity. When you are in a VIADA meeting, you will see those who take their business seriously. There is no other group or affiliation that has the cutting edge of resources to put dealers in the face of the very best in this industry. Please understand my thoughts of the image of VIADA are not the home office and staff, the president, state officers, and Board of Directors; it is the districts and their DEALERS. Without change, we have no future, because as the sun rises and sets all things do change. How could you ever get this type of support, industry knowledge, and current updates for what it costs for one auction buy fee!?

As your president this year, I will give every effort to re-establishing a set time for our invaluable district meetings. ■

GET THE DEAL OUT THE DOOR

with Dealertrack Registration & Title

SPEED WITHOUT LIMITS



Dealertrack Registration & Title solutions accelerate every part of your dealership's title process — from taking in a trade to completing a sale.

- Clear titles on trade-ins up to 70% faster¹ with Accelerated Title
- Process deals in Virginia electronically with In-State Registration & Title
- Get clear guidance for out-of-state transactions with RegUSA®

Simplify and Streamline Registrations & Title

Connect with Kim Haddaway, Regional Sales Manager for Virginia today at us.dealertrack.com/VIADA22

Dealertrack Registration & Title 

TECHNOLOGY THAT DRIVES YOU.

¹ Based on average industry timeframe for vehicle title release and vehicle payoff process of 18+ days, as determined by 2020 Dealertrack data



Dealertrack is proud to be the exclusively-endorsed Reg & Title partner of the Virginia Independent Automobile Dealers Association (VIADA).

ENHANCED SUPPLEMENTAL BENEFIT PACKAGES
SPECIFICALLY DESIGNED FOR VIADA MEMBERS AND EMPLOYEES

AD&D LIFE INSURANCE AT NO COST TO EMPLOYEES

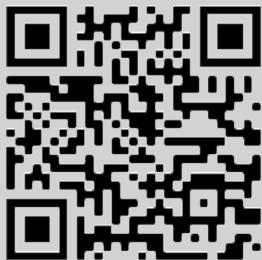
TELEMEDICINE SERVICES AT NO COST TO EMPLOYEES

GOOD RX PRESCRIPTION DISCOUNT CARDS

FINANCIAL ADVISOR SOLUTIONS

HEALTHCARE SOLUTIONS

SCAN TO
SCHEDULE YOUR VIADA
BENEFITS REVIEW



ASK OUR REPRESENTATIVES
ABOUT ANY SOLUTIONS YOUR
BUSINESS MAY NEED



HEALTH PLUS
a division of Hive Business Solutions LLC

Providing all the tools you need for your
own personal business needs

(757) 737-0637
HealthPlus@VIADA.ORG

JOIN US AS WE CELEBRATE A TRIFECTA!

VIRGINIA BLACK HISTORY Juneteenth FATHERS DAY Gala

19 JUNE 2022 | 6PM - 9PM

THE CRYSTAL GATEWAY MARRIOTT HOTEL
ARLINGTON, VIRGINIA

FOR MORE INFO VISIT:
WWW.VABHMA.COM
POC: BILL JONES (540) 907-1857

KEY NOTE SPEAKER
JUDGE LYNN TOLER

TOP 7 WAYS DEALERS CAN TURBOCHARGE THEIR USED CAR INVENTORY

By Christina Wofford

High used car prices are not expected to dip for a while. Cox Automotive predicts it could be 2025 or later before used vehicle supply and demand return to normal. Because of the high demand for vehicles, there is an ample opportunity for dealers to take advantage of the market.

Dealers who build a used inventory strategy can now use it as a backbone of their success moving forward.

Here are the seven winning strategies top dealers are using to get more trade-ins:

1. Use new channels for advertising buyback incentives.

More than 80% of U.S. households have at least one streaming subscription, and the pandemic has only increased that number, according to Deloitte's Digital Media Trends Survey. With Amazon streaming ads, dealers can target that growing audience and leverage Amazon's insights, including consumer shopping trends and geography, to target their ideal audience. This results in a much more targeted ad buy over cable TV or radio. Bettenhausen CDJR, in the Chicago area, uses streaming ads to promote its auto valuations and instant cash offers for vehicles. "We see strong results from the streaming ads since only people interested see the ads," said John Doolin, Bettenhausen's marketing director. "It's super quantifiable."

2. Target with data and conquer the competition.

By leveraging their CRM, dealers are targeting consumers with older vehicles, those in need of major service repairs, and people who have indicated online they're interested in selling their cars. Dealers are using targeted ads to geofence their competitors and promote their trade-in offers. Geofenced advertising campaigns are a great way to target customers on their mobile devices in a specific radius around a particular event, shopping area, and competitors. Muller Honda of Highland Park, near Chicago, earned 150% ROI, 450,000-

plus impressions, and more than 30 trade-in requests after launching a geofencing advertising campaign. The dealership wanted to increase brand awareness, reach more consumers, and get more trade-ins during a two-day "Appraisal Palooza" campaign.

3. Focus on the service drive.

More consumers are returning to dealerships for service and warranty work as the average age of a car on U.S. roads rose to 12.1 years in 2021, according to IHS Markit. Dealers can leverage these customers as a source of inventory acquisition. Some dealers are drafting trade-in offers while the car is in their shop. They are then approaching the customer with the request or leaving the proposal in their vehicle for consideration.

4. Promote offers by text message.

Only one in five emails is ever opened, but 95% of text messages are read within three minutes. Dealers are taking advantage of this by using text messaging to effectively promote trade-in offers to thousands of previous customers, especially those with the most sought-after vehicles. Sweeten the deal on new vehicle purchases with additional incentives for bringing a trade-in. Consumer text messaging is a highly effective way to reach customers. McClinton Chevrolet in Parkersburg, West Virginia, sent out a bulk text message with an eye-catching graphic to thousands of customers offering trade-in and trade-up incentives. The text messages garnered 30+ trade-in requests and over ten appointments scheduled in the first week. "I knew a text would be the most effective way to get in front of people," said Ginny Bowden, McClinton's dealer principal.

5. Use social media to show the value of trading up.

Seventy-three percent of car buyers say Facebook is the social site they use most, while 75% of car buyers say online video, such as on YouTube, influences their shopping habits. Dealers engage with their social media followers by featuring their inventory in short videos and on their Facebook business page. Dealers are

also communicating they are a local leader in partnering with customers to trade up to their next great vehicle. Successful dealers make sure their social media pages are up-to-date and actively post and respond to customers on their social sites.

6. Launch an online buying center.

To streamline the process and attract more consumers to trade-in or sell their cars, dealers are launching specific buying websites and buying centers. Dealers are giving car buyers the option to do more online than just search inventory. Let followers book a virtual vehicle appraisal without having to come into the showroom. Consumers appreciate getting pre-qualified for credit and instantly getting matched to cars they can afford, all online. Customers love the streamlined buying process — the Amazon Effect — making it easy and convenient online.

7. Seek customers on eBay, Craigslist, and Facebook Marketplace.

Every day, consumers post thousands of vehicles to sell on eBay, Craigslist, and Facebook Marketplace. Dealers are activating alerts on these platforms to inform them when consumers post vehicles they want to sell. Dealers are also enticing their employees with extra money and encouraging them to find cars for sale as possible new vehicles for the dealership's lot. Every avenue needs to be explored.

Dealers who build a used inventory strategy can now use it as a backbone of their success moving forward. Inventory challenges amid the worldwide semiconductor shortage are likely not going away this year. But luckily, there are plenty of consumers who want to trade in their vehicles or sell unneeded extra cars. ♦

Christina Wofford brings more than two decades of experience in journalism, marketing, communications, and public relations to Digital Air Strike. As the senior vice president of marketing and communications, she is responsible for all marketing and lead generation efforts, including earned media and event planning.

2022 GENERAL ASSEMBLY SESSION WELL UNDERWAY



GONZALO AIDA
DIRECTOR OF GOVERNMENT
AFFAIRS & LOBBYING
GONZALO@VIADA.ORG

Virginia's part-time legislature gaveled into session on January 12th, 2022. Of the well over 2000 pieces of legislation before the General Assembly this year, VIADA is tracking a handful of bills that would have a direct impact on the Independent Dealer industry in the Commonwealth. "Crossover" happens February 15th. That's when bills that have completed their business and advanced in one chamber "cross over" to the other chamber for review and consideration. Session is scheduled to end on March 12.

LEGISLATION VIADA SUPPORTS

HB316 (Wyatt-R) Independent Dealer Recertification - Codifies existing Motor Vehicle Dealer Board regulations related to independent dealer-operator recertification and revises the process established by regulation.

- VIADA became involved with this legislation to have a seat at the table with the MVDB instead of becoming a victim of the changes and playing defense in the General Assembly.

Because of this proactive approach, the recertification changes are an overall benefit to Independent Dealers instead of a detriment.

- *Independent Dealers will have ample opportunities to take the new instructor-led course, online or in person, in all regions of Virginia, on various dates and times every month, including weekends.*
- *VIADA members will be afforded (as they are now) lower fees for recertification than those offered by other vendors.*

HB740 (Bell-R) and SB729 (Ruff-R)

Catalytic converters; penalties. - Makes it a Class 6 felony for a person to commit larceny of a catalytic converter from a motor vehicle. Requires scrap metal purchasers to maintain copies of documentation for at least five years. Submit a report to the local law enforcement within five business days.

- *Catalytic Converter theft is a criminal endemic that has grown since 2019. Many of our members' lots have been hit by criminals costing them thousands of dollars in damages and repairs.*

CHANGES AT VDOT AND DMV

Sheppard "Shep" Miller III has been appointed as Virginia's Secretary of Transportation. Sec. Miller is a native and lifelong resident of Norfolk. He received a B.A. from Hampden-Sydney College and an MBA from the College of William & Mary. In 2017, he retired as Chairman upon his sale of KITCO Fiber Optics, a defense-contracting firm, twice named as one of Virginia's "Fantastic 50" fastest growing companies. He is also a two-term member of the Commonwealth Transportation Board. Linda Ford was named Acting Commissioner of the DMV after the retirement of Richard Holcomb who served as DMV

Commissioner for a total of 19 years (1994-2001 & 2010-2021) Acting Commissioner Ford has been with the Virginia DMV since 2004 most recently serving as its COO/Deputy Commissioner.

REDISTRICTING UPDATE

In late December 2021 the Supreme Court of Virginia finalized the new state and federal legislative districts for the next 10 years. There have been many significant changes to the lines of these districts. It remains to be seen if there will be new elections for the House of Delegates in the fall of 2022. Visit vpap.org/redistricting for a comprehensive overview of the new maps.

VIAD PAC

The purpose of the VIAD PAC is to promote the independent automobile industry in Virginia and raise funds for the same purpose. From such funds we can make campaign contributions to those seeking election or re-election for political office in the Commonwealth of Virginia, without regard to party affiliation.

VIAD PAC is gearing up for 2022 and beyond. We're pleased to launch a brand-new PAC Fundraising Program. Details are coming soon! Visit viada.org/viad-pac to stay up to date on PAC Activity.

The VIAD PAC relies on voluntary contributions from our members, if you'd like to make your voice heard please consider donating (see form at left on page 9).

For more information, please visit our website, reach out to me directly at gonzalo@viada.org, or call our office. I'd love the opportunity to speak to you about our PAC and its efforts in the Virginia General Assembly. ■

DEAR VIRGINIA INDEPENDENT DEALERS,

The purpose of VIAD PAC is to promote the licensed independent automobile sales industry in Virginia and raise funds for the same purpose. From such funds we can make campaign contributions to those seeking election or re-election for non-federal state offices without regard to party affiliation. We make these contributions to who we believe to be deserving of such support.

Thanks to the members who make their annual voluntary contribution we raised over \$21,000 in 2021 and are starting 2022 with nearly \$40,000 cash on hand. Because of these contributions, I know we will be able to support those who support our industry in the legislature. Starting this year, we are introducing our new President's Club Program. Joining this program will raise our PAC's program to the next level and increase our influence in the General Assembly. Please consider joining the VIAD PAC President's Club today!

Thank you again for your participation in VIAD PAC.

Rob Fisher
PAC Chairman

VIAD PAC DONATION FORM

YES, I WOULD LIKE TO SUPPORT VIAD PAC AND THE INDEPENDENT DEALER INDUSTRY IN VIRGINIA!

- I would like to sign up for the monthly VIAD PAC newsletter.
Email address _____
- I would like to earn my gold pin and join the VIAD PAC President's Club with an annual contribution!
 \$2,000 Presidential Level \$1,000 Executive Level
- I would like to earn my silver pin and join the VIAD PAC President's Club with an annual contribution!
 \$500 Leadership Level \$250 Supporter Level
- I am sending a Personal Corporate check to VIAD PAC.

Personal or Business Name _____

Home or Business Address _____

- Yes! Please list my participation in VIAD PAC's President's Club on the VIADA website.
 No! Do not list my participation in VIAD PAC's President's Club on the VIADA website.

Contributions are not tax deductible. Corporate contributions are permitted.

Mail checks to: VIAD PAC, 1525 Huguenot Rd. Suite 200, Midlothian, VA 23113

Online donations portal coming soon!



**MELINDA ANDERSON
(AND LUTHER ANDERSON)
TOP TIER MOTORS
COLONIAL HEIGHTS, VA**

President of District Two (currently)
Vice President, District 2
Dealership opened in 2018.
Joined VIADA in 2018.

“Prices you love, people you can trust.”

**ALEXANDER ADAMS
AFFORDABLE DRIVING AUTOMOTIVE
VIRGINIA BEACH, VA**

Vice President, District 1
Dealership opened in 2021.

“I opened in the middle of a pandemic. We are right at ten months of being in business. I hope to grow the business, so that I can better serve my friends and community.”

“Never be limited by other people’s limited imaginations.”

—Dr. Mae Jemison, first African-American female astronaut



CELEBRATING

BLACK LEADERS

IN THE INDEPENDENT AUTOMOBILE INDUSTRY



**LONNIE T. JOHNSON, PRESIDENT
COMPACT AUTO WORKS, INC.
CHESTERFIELD, VA**

Treasurer, District 2

Dealership opened in 1998.

"It's our mission to be the number one used car dealership for drivers in the local area of Matoaca/Ettrick, and surrounding cities in South Chesterfield. We strive to provide outstanding car care and customer service through our service department with a BIG smile. Our motto has always been 'I can do all things through Christ Jesus that strengthens me. (Philippians 4:13).'"



**"Have a vision.
Be demanding."**

*—Colin Powell, Former United States
Secretary of State*

**OMAR WHITE
CITY TO CITY AUTO SALES
RICHMOND, VA**

**Vice President, District 2
Joined VIADA in 2011.**

5 Ways to Fill Open Positions Faster

By Christina Wofford, Senior Vice President of Marketing & Communications, Digital Air Strike

Many dealerships already had a problem recruiting and keeping quality employees, but the COVID-19 pandemic has only exacerbated the issue.

The “Great Resignation” also resulted in 4.4 million people quitting their jobs in September alone, according to the U.S. Labor Department. Remote employment has grown exponentially, while candidates for customer-facing jobs have only decreased.

Competition for qualified candidates is fierce, while recruiting has become even more of an online affair. Here are five ways to use technology to fill open positions faster:

1 Post Jobs on Your Google Business Profile (formerly known as Google My Business). The average person searches on Google 3-4 times a day. Since Google owns more than 90% of the worldwide search market, your dealership is missing out if you’re not promoting your open positions on your Google Business Profile, which shows up on the first page of Google when consumers and job seekers search for you. This is a great place to promote your open positions, great benefits, and even testimonials from happy employees.

2 Start Social Recruiting on Social Media. More than 55 million companies are listed on LinkedIn, with 14 million open jobs posted. Almost 2 billion users visit Facebook daily. Make sure your jobs are posted across social media – including on Facebook’s feature just for recruiting, Facebook Jobs. Go a step further and don’t just post your open positions on social media but make sure your feeds include posts that would make someone WANT to work at your dealership. Highlight employees, your benefits, and why someone will enjoy a career in the automotive industry. Encourage your employees to comment on and share the posts to extend your reach and explain why others want to work for you.

3 Use Social Ads to Promote Competitive Positions. Advertise your open positions to active job seekers on social media and get creative with targeting. Use geo-targeting to reach candidates based on demographics, interests, and online behaviors. Include location targeting to promote your open positions to your competitors’ rock star employees and reach younger workers graduating from college or a trade school. Find an outstanding creative and marketing team to design an enticing ad and write eye-catching copy to ensure your ads attract more candidates.

4 Utilize an AI Chatbot on Your Website. Visitors to your website may also be looking for a job. Feature your open positions prominently and in an interactive way by including them in your website chat with links to your open positions and an explanation of all your great benefits. Make sure your chatbot is also linking to your current positions and benefits. With AI, your chatbot can ask/answer qualifying questions and do some of the heavy lifting so your team can step in to reach out to serious contenders only.

5 Protect and Promote Your Reputation as an Employer. More than 70% of job seekers read reviews about companies, and 33% of candidates have rejected an offer because of bad reviews. Make sure your reputation correctly reflects your dealership. Monitor and manage sites like Glassdoor, 38 million employer reviews, and 50 million monthly site visitors. Respond to all reviews and use your responses to good and bad reviews as an opportunity to explain and showcase the benefits of working at your dealership.

Take the work out of hiring by following these five easy steps. Expert marketing teams can get the job done right if your dealership doesn’t have time to monitor and post jobs. ■

► NIADA HIRES NEW DIRECTOR OF GOVERNMENT AFFAIRS

Last month, NIADA’s political action committee (PAC) increased the reach and scope in Washington with the addition of Christina Perez as NIADA’s new director of government affairs. NIADA-PAC will be Christina’s primary focus. She’ll work to get association members engaged in the PAC, as well as raising awareness of the PAC and educating NIADA member dealers about the importance of participating. She’ll also be involved with lobbying on Capitol Hill to advocate for independent dealers, the used vehicle industry ad small business, and will represent NIADA in meetings with members of Congress and other government entities.



IN-PERSON COURSE

Dealer-Operator Prelicensing Course Schedule



- Mar 22 - 23, Fredericksburg
- Apr 19 - 20, Danville
- May 3 - 4, Midlothian
- May 10 - 11, Midlothian
- Jun 7 - 8, Chantilly
- Jun 14 - 15, Midlothian
- Jul 12 - 13, Danville
- Jul 19 - 20, Midlothian
- Aug 16 - 17, Fredericksburg
- Aug 23 - 24, Charlottesville
- Sep 13 - 14, Hampton

**TO REGISTER,
viada.org/pre-license**

ComSoft

Dealership Management & Marketing Software Solutions

800-849-3838

ComSoft.com

Dealership Software

- Manage Inventory
- Manage Prospects
- Process Deal Paperwork
- BPH Tracking
- LPH Tracking
- Management Reports
- QuickBooks Integration
- Integrated Partners
- Compliance Tools

Dealership Websites



Plus our
Mobile App...



Marketing Feeds

craigslist

CarGurus®



Autotrader



eBay Motors™

ove.com

And Dozens More!

Advantage®
Automotive Analytics

With that time of year upon us...

Make sure you're protected. No one has a crystal ball, but one thing that is certain is that used vehicle inventory prices have never been higher. Protect your portfolio's performance with Advantage and gain valuable intelligence and a toolset to monitor, locate, and assess risks in real time.

Enhance Portfolio Performance with Advantage

1-800-553-7031 | AdvantageGPS.com/2022



Focus on Fraud

By Ronnie Wendt, Owner of In Good Company Communications and an editor at F&I and Showroom

"We track fraud year over year, and there's been \$1.78 billion in fraud this year," says Frank McKenna, chief strategist for Point Predictive. "That's a huge number, and it's never been higher."

He bases his sentiment on years of data. The San Diego-based machine learning company built an auto lending fraud consortium in 2017 to share best practices in fraud prevention. Today, the firm tracks auto lending fraud 24 hours a day, seven days a week. The data they receive from dealerships and lenders helps the company gauge industry fraud and identify red flags for fraudulent activity.

And its annual survey, now in its fourth year, examines fraud sentiments among lenders and dealers. The survey measures consumer loan fraud exposure and asks risk management executives for their perspective. The survey asks consortium lenders, based on anonymity, to identify the schemes, attacks and loss exposure they currently face and the ones they predict for the future.

McKenna shares what the survey identified as fraud trends, including income forgery and employment misrepresentation, and dealer-perpetuated fraud.

PANDEMIC AFFECTS

Point Predictive asked respondents how the pandemic affected risk and got some surprising results.

Though the pandemic took a toll on many markets and industries, most prime auto lenders didn't perceive any change in fraud risk from the pandemic. Further, just 58% of subprime lenders reported a significant uptick in risk from the pandemic.

Still, the pandemic had some affects. For instance, fraudsters took advantage of wearing masks. "They found they could go into dealerships and remain anonymous," McKenna says. "With their masks on, you could not identify them in security footage. I think that's why theft increased. Fraudsters felt more emboldened."

Dealers that couldn't open during shutdowns also began delivering cars for test drives, widening fraud risks. Fraudsters asked to have a vehicle delivered to their apartments. They would stand outside, share their driver's license, and sign paperwork. "Then they drove off and were gone forever because they didn't really live there and had a fraudulent driver's license," McKenna says.

Point Predictive also relates in its report that "many affects from the pandemic for lenders lie ahead but have not yet been felt."

WHY FRAUD INCREASED

Why did fraud increase last year? The survey identified the top reason as misrepresentation of income and employment. Of the lenders who responded, over 70% of them believed that at least 5% or more of the paystubs they reviewed misrepresented income. These misrepresentations increased lender exposure to fraud, reports McKenna.

He explains fraudsters go to websites to create fake pay stubs and print them off. "You can make it look like you work anywhere and make any income you want, and it looks like a real ADP pay stub," he says. "We saw fake pay stub fraud double last year."

The reasons, he says, include increased unemployment in 2020 as people got laid

off, furloughed or quit. "But many still wanted cars," he says. "So, they had to fake their incomes."

Synthetic borrowers also increased. Borrowers once stole identities to purchase cars fraudulently. Now they create fake identities using information from many people. They establish a credit history for their fake identity over time until they can trick lenders into giving them a loan.

"People use synthetic identities to get fake driver's licenses. When they build up enough credit, they buy a car from a dealership and are never seen again," he says. "This costs dealers and lenders about \$1.2 billion a year."

The third growing problem involves credit repair companies. McKenna explains these firms help consumers wipe out their poor credit. "They obliterate their negative credit history and leave them with pristine credit," he says. "Then they give the borrower a pay stub from a fake employer so they can go out and buy a car."

Point Predictive operates a fraud team to spot these activities. So far, the firm has identified around 5,000 fake employers tied to fraud rings and hundreds of millions of dollars in fraud.

HOW BIG A THREAT?

The survey identified that most lenders view fraud as a moderate to serious problem for their organizations. Yet it also found 39% of lenders and dealers do not track the full impact of fraud and misrepresentation.

"A lot of dealers think this fraud will not happen to them," says McKenna. "But if you do the math, conservatively one out of every 200 applications may have fraud on it."



So, one out of every 200 cars they sell may involve fraud. And our analysis suggests they will have to sell 10 more cars to make up for that loss."

McKenna says lenders and dealers often do not look for or ignore fraud. "If you bury your head in the sand, it still occurs. It's just not classified as fraud," he says. A buyer may use a synthetic identity to buy a car, then never make a payment, but the lender classifies it as a loan default. They try to repossess the car and cannot find it, so they write off the loan.

Of the firms that track fraud, many do so haphazardly. Someone takes a call from an individual who says there's a loan on my credit report that I never applied for. But the person taking the call never shares the information. "It's not that they don't track it, but they're not recording it in a central location," McKenna says. "So, no one else knows about it."

He adds, "Every lender has some fraud so they should track it."

HOW TO RESPOND

"We are trying to raise awareness that fraud is increasing, and you may get hit with it in 2022," he says. "We need dealers to know that fraud exists, so they train their staff and their finance managers what to look for."

McKenna then offers suggestions to help dealerships reduce fraud.

"Trust your gut instinct," he says. "If someone walks into your dealership and doesn't look like the normal type of consumer, pay attention."

Red flags may include a consumer who wants to buy a vehicle very quickly. They know the exact make and model they want, but do not haggle price and want to complete a sale within the hour. McKenna recommends, "Slow the transaction down. If it is too good to be true, it probably is."

He recommends asking additional questions. This often sends would-be fraudsters out the door. "A true consumer, motivated to buy a car, will take time to answer all questions," he says.

Check and double check driver's licenses, he adds. Too often dealerships accept a driver's license on face value, never thinking to check if it's fraudulent. They just photocopy the license and put it in the loan file.

McKenna recommends purchasing an ID checking guide. These guides contain pictures of state driver's licenses and share how to determine validity. Many drivers' licenses have UV security. Dealers can purchase a UV flashlight to check IDs. Finally, McKenna recommends asking for a Social Security card and double checking whether insurance paperwork is legitimate.

He also warns to watch for straw borrowers. These borrowers are car buying mules who purchase cars for theft rings. "Fraudsters recruit vulnerable people to buy cars for them," he says. "Then that person turns over the car to them for a few thousand dollars. Fraudsters put the car into a shipping container and sell it in another country. And the victim is on the hook to pay for the car."

McKenna reports these victims often come in with someone who coaches them through the transaction. "That's a big red flag," he says.

Finally, he advises not to take pay stubs on face value. Validate the pay stub. Make sure the employer exists and that the person in question works for them.

And when fraud occurs, notify the police immediately. Law enforcement will open an auto theft case, help recover the car, and prosecute the case. "It will not be 100% effective because a lot of cars end up overseas, but it can help," he says. "However, you're better off preventing fraud in the first place." ■

**Point Predictive
reports lenders saw
record levels of fraud
in the past year.
Learn how to spot
the red flags of fraud
to reduce its affects.**

VIADA DEALERS SUPPORTING OUR COMMUNITIES



BY DALE FISHER
PRESIDENT
VIADA LADIES AUXILIARY

The VIADA Ladies Auxiliary helping hands are reaching out across the Commonwealth providing opportunities for youth to grow and flourish and to assist those facing challenging times. As a result of the generosity of VIADA members, districts and vendors, our Annual Charity Auction was a huge success netting the auxiliary \$14,000+. This will allow us to continue our charitable work and to promote the public image of independent automobile dealers.

An exciting new initiative has been introduced. The Ladies Auxiliary has charged each district with determining a charitable organization or cause in which they would like a \$1,000 donation be made in their name. Our districts

will have until September 15, 2022, to decide their beneficiary. The name of the charity and contact information must be sent to Dale Fisher at dale@northsideauto.com. Presentations will be made at the VIADA Annual Convention in October. So, put on those thinking caps and brainstorm at your upcoming district meetings.

Applications for the Shirlie Slack Scholarship are due April 2, 2022. Children or grandchildren of VIADA members are eligible to apply for this \$2,000 award. Please refer to the VIADA website for information and to download the application.

Thank you all for your support! ■



VIADA LADIES AUXILIARY **MEMBERSHIP APPLICATION**

Membership is only \$10.

Name: _____ Date: _____

Mailing Address: _____

City/Town, State, & Zip Code: _____

Phone: _____ Email: _____

Dealership's Name: _____

Month/Day of Birth: _____ District # _____

Why Customers Aren't Coming Back...and How to Change That

BY BILL SPRINGER

It's a commonly known, quoted, and understood fact that it's at least 5 times more expensive to acquire a new customer than it is to keep an existing one.

Based on that statistic, it's no wonder so many organizations (and dealerships) make customer retention a major strategy for improving overall revenue and profit. But what happens if, despite your best efforts, your customers just aren't coming back? Without direct insight into your customers' minds, it can feel like you're fighting an uphill battle... and losing.

In our 2020 Dealership Service Retention Report, we explored exactly why (even loyal) customers don't come back to your dealership and in this article we'll highlight the top five reasons you could be losing your best customers and how to change that.

TOP 5 REASONS YOUR CUSTOMERS AREN'T COMING BACK...

Whether it's a bad first impression or a high price tag, these five reasons could spell disaster for customer loyalty and revenue.

1 A PREVIOUS BAD EXPERIENCE

Nothing makes a customer walk away faster than a bad experience. Don't believe us? According to PWC, "32% of all customers would stop doing business with a brand they loved after one bad experience." That doesn't leave much wiggle room.

And in the world of social media and Yelp reviews, that lost customer can cost you quite a bit. But bad experiences aren't just limited to a customer thinking a service representative was rude. In fact, it can include:

- Having to repeat an issue to multiple people within the department
- Sticker shock, especially for the first visit after their warranty expires
- Feeling pressured into additional (potentially costly) services

...And Strategies to Change That

Customer experience isn't just a skill for

your service advisors, everyone on your team needs to be equipped to provide your customers with top-notch service. If you find yourself losing customers to bad experiences think about implementing a customer feedback loop to allow your team members to receive valuable customer insight or provide yearly training on customer service techniques.

2 LOWER PRICES AT OTHER SERVICE CENTERS

Sometimes it really is about the dollars and cents. And for many that can be a difficult problem to overcome. However, it's important to note that discounts and deals don't always equate to loyalty, so don't jump to offer a lower price quite yet!

...And Strategies to Change That

Instead of focusing on cost, focus on value. Competing solely on price point is a losing battle, but providing customers with additional value with their service will keep them coming back again and again.

An easy way to do that? Partnering with a renewable benefits provider like DriveSure means your customer's oil change now comes backed by roadside assistance, tire hazard protection, and emergency alternate transportation. An oil change will never look the same again!

3 THE SERVICES NEEDED ARE MINOR

Small repairs or maintenance can be a gold mine for your service department, but only if your customers bring their cars to you. And when the repair is small enough for a relative, friend, or local shop to do, customers might be less inclined to bring you their business.

...And Strategies to Change That

Sometimes it really is as easy as improving awareness of your services. Make sure your customers know your service department can help with all kinds of maintenance and repairs...from the small to the extensive.

Bonus: This can be especially true when it comes to tires. According to that same Retention Report, over 20% of customers didn't know if their dealership offered tire repairs or not. Don't lose out on tire customers just because your service isn't well advertised. Talk it up and gain some traction with your tire sales.

4 A MORE CONVENIENT LOCATION

In today's world of overnight shipping and hour or less delivery, convenience is a big factor in customer loyalty.

...And Strategies to Change That

Unfortunately, you can't up and move your service department to make it more accessible for every customer. What you can do is advertise using local SEO so nearby customers know where to go when they are in need of a repair.

Bonus: Providing customers with dealer-loyal roadside assistance means when or if they experience an unplanned repair, their cars go to your dealership and not the repair shop down the street.

5 A REFERRAL OR RECOMMENDATION FROM A FRIEND

Customers trust other customers. If a friend is recommending a different service department, even a loyal customer of yours may be willing to try them out.

...And Strategies to Change That

Loyal customers = more referrals for your business. By providing customers with a quality experience, better value for their money, and convenient access to repairs of any kind, you'll be well on your way to developing a rolodex of referrals. To maximize this effect, make sure your happy customers are also encouraged to leave online reviews for your dealership too.

Don't keep letting your customers just walk away. Implement these strategies and watch your customer retention and revenue skyrocket. ■

The Economic Impact of Independent Auto Dealers in Virginia

Independent Dealers are a vital and vibrant part of the Commonwealth's economy. These are predominantly small businesses that not only earn their living in their community; they give back by way of community involvement. Many are church and civic leaders, volunteer firefighters, and emergency personnel.



83%

Of the 3,302 licensed car and truck dealers in Virginia 2,728 (83%) are Independent Dealers. Over 1000 of those dealers are members of VIADA!



Virginia's Independent Dealers collect millions in title and license fees that support the operations of the DMV.

80%

Over 80% of Independent Dealers are small businesses that have between 1-5 full-time employees.

88%

88% of Independent Dealers in Virginia are family owned and operated.

58%

58% of Independent Dealers have been in business for over 20 years.

50%

More than 50% of Independent Dealers offer additional services such as service centers, body shops, and car rentals.

\$18.00

Full-time hourly employees of Independent Dealers make an average of nearly \$18.00 per hour, which is well above Federal and Virginia minimums.

19,481

Virginia's Independent Dealers employ 19,481 salespersons as well as thousands of support staff. Independent Dealers, directly and indirectly, support thousands of other employees in related businesses.



Retail sales by Independent Dealers brought in tens of millions in sales and use tax for the Commonwealth.

Virginia's Independent Dealers contribute to the economy not only through multiple state and local taxes resulting from sales, but from interaction with other businesses. This includes, but is not limited to, repair shops, parts stores, equipment supply vendors, and financial institutions.



Questions?
Contact us at info@viada.org
800-394-1960

Published by
The Virginia Independent
Automobile Dealers
Association
Established 1960

Sources: VIADA Annual Member Survey and Virginia Motor Vehicle Dealer Board

Gather knowledge, explore possibilities,
be agents of change.

2022

DEALER EDUCATION DAY & EXPO

APRIL 5, 8A-5P • DOUBLETREE BY HILTON RICHMOND MIDLOTHIAN, VA



EDUCATION TRACKS

The VIADA Dealer Education Day is the premier spring event for dealers in Virginia. This year's event includes 6 education tracks. Learn from experts in the field about topics to insure you are compliant, attract customers, increase efficiency and help your bottom line! Online dealer registration coming soon!

EXHIBITOR AND SPONSORSHIPS AVAILABLE

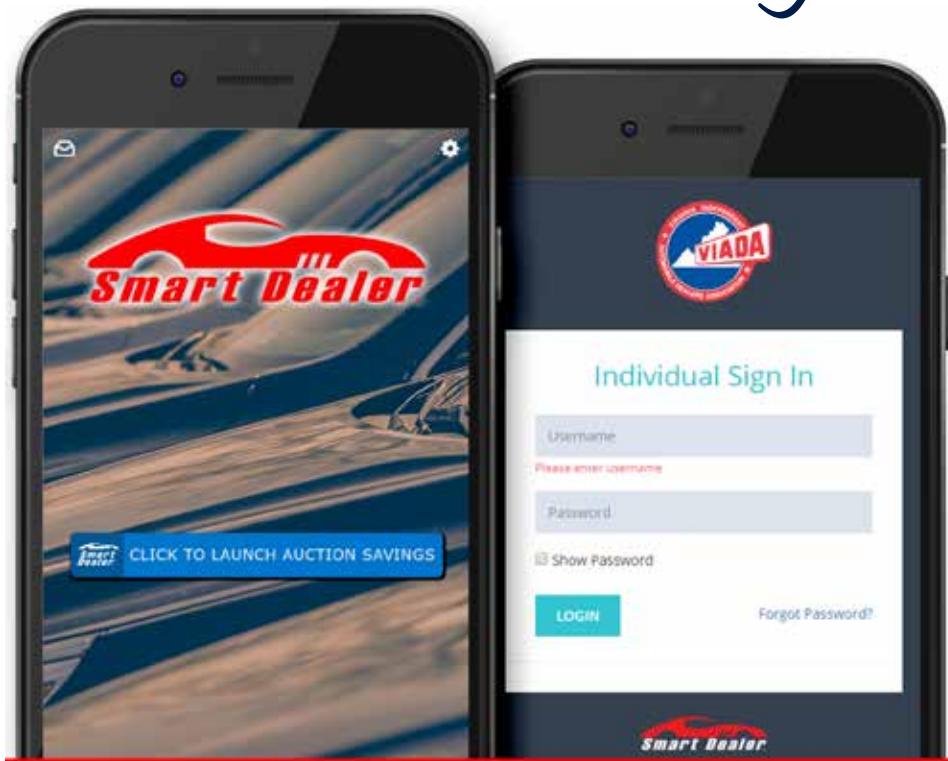
We'll also have 35+ exhibit tables maximizing exposure to dealer attendees (location is first come, first pick basis). Check your email, Facebook and VIADA's website for more information soon.

SECURE YOUR SPOT TODAY! With limited space available, if you are interested in exhibiting or being a sponsor, contact tommie@viada.org today.

VIADA.ORG/DEALER-DAY



VIADA HAS GONE *Digital*



VIADA members will have access to 14 auction locations and \$1,400 in savings! This change will assist in faster check-outs and better reporting. Participating auctions include:

Abington AA
ADESA Washington DC
America's AA VA Beach
BSC Bel Air AA
Bryan Buchanan AA
Capital City AA
DAA of East TN
Greensboro AA
Greenville AA
Manheim Fredericksburg
Manheim Harrisonburg
Manheim NC
Mountain State AA
Richmond AA

VIADA. Large Enough to Serve, Small Enough to Care!

It takes a Member to get a Member!

EDUCATION

- Workshops: BHPH / Rental / Title & Registration
- Dealer Day
- *The Virginia Independent News*
- *Used Car Dealer* (NIADA Magazine)
- Monthly eNews Email
- District Meetings
- Annual Convention & Expo
- VIADA Website: viada.org
- Facebook.com/infoviada
- VADealerRecertification.com
- Two Day Dealer-Operator Precertification Course

EXTRA PROFIT CENTERS

- Finance Programs/Manuals
- Service Contracts/Warranties
- Floorplans
- Rental Program
- Certified Pre-Owned Program

ADVOCACY / REPRESENTATION

- VIADA represents you AND your business interests
- General Assembly Lobbyists
- Congressional Lobbyists
- DMV and MVDB Representation
- Political Action Committee

SAVE \$\$\$

- Discounts on Dealership Forms
- Auction Card Discounts
- Access to Member Benefit / Associate Providers
- NADA Guides
- OFAC Reports
- Advance Auto Parts & Fisher Auto Parts Discounts
- Membership and Services Directory
- Online Dealer Supply Store

INSURANCE & PROTECTION

- Privacy Policy Manual / Red Flag Rule
- Information to help you stay compliant with Federal & State Laws
- \$3,000 Accidental Death and Dismemberment / Health Discount Card / Child Safety Kits

HELP HOTLINE & LEGAL COUNSEL

- Member Hotline. Get answers to all of your questions.
- Access to Legal Consultation...VIADA has a list of industry-knowledgeable attorneys.
- One-on-One Consultation Discount

MEMBERSHIP APPLICATION (PLEASE PRINT)

Dealer's Business Name _____

Date of Membership _____

Phone _____

Primary Owner/Dealer/Operator _____

Cell Phone _____

Address _____

Fax _____

City/State/Zip _____

Dealer's License _____

Business Email _____

Date of Birth _____

Personal Email _____

Web Address _____

Payment Annual Dues (includes National, State & Local), \$325.00 Auto Renew My Annual Dues

Voluntary VIADA Political Action Committee Contribution, \$50.00 (optional)

Check (payable to VIADA) Cash Visa MasterCard Discover Amex

Total enclosed _____

Sec. Code _____

Credit Card No. _____

Billing Zip Code _____

Expiration Date _____

Signature _____

Recommended By (Current Member)

DID YOU KNOW?
When you join VIADA, you also have access to NIADA products and services.



Which of These Leads Would You Rather Work?

Understand the credit history of your internet leads before they walk into the store with QuickQualify from 700Credit

To learn more, visit 700Credit.com

(866) 273-3848 | sales@700Credit.com

ASK ABOUT OUR
FREE
60-DAY TRIAL
FOR VIADA MEMBERS

700Credit
CREDIT | COMPLIANCE | SOFT-PULLS

BECOME A MEMBER OF VIADA

12 BENEFITS OF MEMBERSHIP

VIADA provides benefits and services to members they are not always able to find on their own. With VIADA, the dealer has educational and networking opportunities through our schools, workshops, town hall/district meetings, and annual convention and trade show.

Whether it's creating an environment for sharing ideas, or serving as a place to come to for solutions to problems that arise, VIADA is the only organization in Virginia whose primary purpose is the welfare and success of the independent dealer.

1. The only trade association in Virginia that represents the interests of independent dealers before the Virginia Legislature, Department of Motor Ve-

hicles and the Motor Vehicle Dealer Board.

2. A "Member Hotline" to get answers to complex questions.
3. Online recertification course – FREE with members only paying the \$25 MVDB fee.
4. An "Auction App" where members save up to \$1,400 worth of Buy/Sell/Provider fees at auctions!
5. Member rebates are also available from Advance Auto Parts and Fisher Auto Parts – which more than cover the cost of membership! Andrew Wiley with Consumers Auto Warehouse received \$854 just in one quarter!
6. Members also receive a 20% discount when purchasing forms.
7. Educational and training workshops to insure you have the latest information to remain compliant and learn about best practices in the industry.
8. Need one-on-one consultation? We have two industry experts that offer a

member discount.

9. Eight districts that hold dinner meetings mostly on a quarterly basis to share information, learn something new, and network with other successful dealers.
10. Plus, there are many Associate Members who have services, programs beneficial to your business – several offer discounts.
11. Five members who serve on the Motor Vehicle Dealer Board representing your interests when regulations are created or revised.
12. And lastly, your membership in VIADA ALSO includes NIADA membership and access to national benefits and services!

Cost of VIADA/NIADA membership is only \$325 a year which is about \$27 per month. An investment in your business, for you and your family. ■



Virginia Independent Automobile Dealers Association
1525 Huguenot Road, Suite 102
Midlothian, VA 23113
(800) 394-1960 | info@viada.org

SAVE THE DATE

VIADA 62nd Convention & Trade Expo

October 21-23, 2022 • The Hotel Roanoke, Roanoke, VA

