

How the Modern Consumer Wants To Buy From Your Dealership *And what about F&I?*



Speaker Intros



Travis Mazza

VP, Sales Process and
Consultation Services



Mark Geletka

Virtual F&I
Supervisor



Jonathan Jordan

Manager of
Sales Strategy

JM&A Group is one of the largest providers of automotive finance and insurance (F&I) products nationwide. Our industry-leading solutions help dealers maximize performance and drive increased profitability across all areas of their business..

Agenda

- How do Customers want to buy
- Why Virtual F&I
- What is Virtual F&I
- Virtual F&I Demo
- Resources & Next Steps



Speeding-up the sales process, increasing price and transaction transparency and reducing paperwork are the critical components to a strong online-to-offline ecommerce solution.

- Deloitte Automotive Insights Survey

Why Now?

For many shoppers, the current reality has opened the door to moving more of the process online today...and in the future

Changes in shopping preferences (Pre-Covid vs. Post-Covid)



Finalize the Deal

+73%

% change in the likelihood to complete **online**



Coordinate a Test Drive

+37%

% change in the likelihood to complete **online**



Apply for a Car Loan/Get Financing

+30%

% change in the likelihood to complete **online**



Research Extended Warranty & Service

+14%

% change in the likelihood to complete **online**

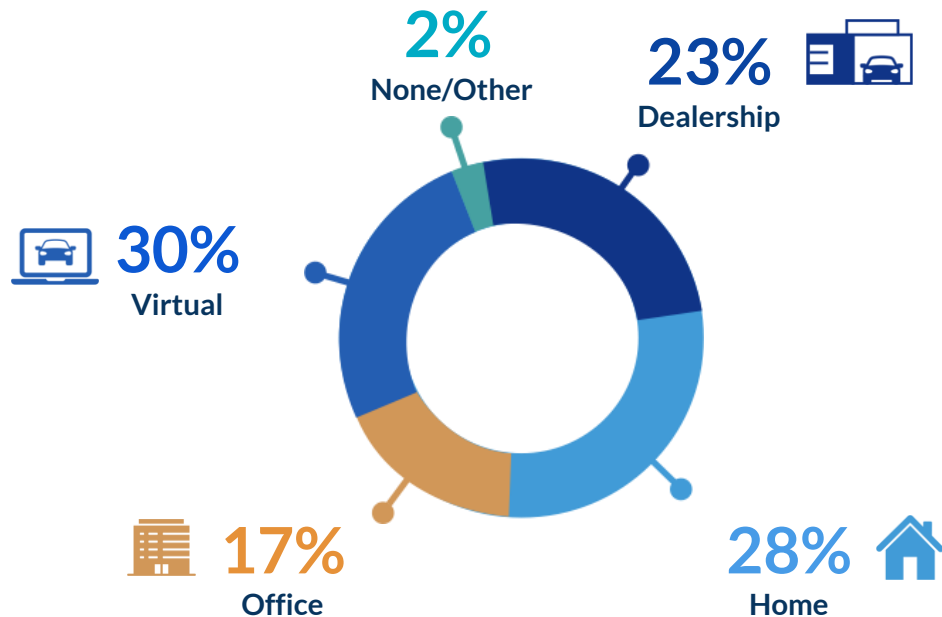
Q8. First, thinking back to "life as normal/pre-Coronavirus", please tell us which of these activities you would typically do using online sources. Please select all that apply.

Q9. And now, during this current time period of "life impacted by the spread of Coronavirus", please tell us which of these activities you are doing, or plan to do, using online sources. Please select all that apply.

Q10. Finally thinking ahead, when the treat of the Coronavirus clears, and things return to normal, please tell us which of these activities you prefer to do using online sources.

Why Now?

Purchase completion and delivery method



75%

Of purchase intenders prefer to complete documentation and take delivery outside of the dealership. This prevents new opportunities for customers' engagement, satisfaction and deal closures

Source: KPMG April 2020 Survey of 2,500 automotive consumers

Customer Expectations



VALUABLE

Time Saving, Pressure Free, Convenient



TRANSPARENT

Time Saving, Pressure Free, Convenient



TRUSTWORTHY

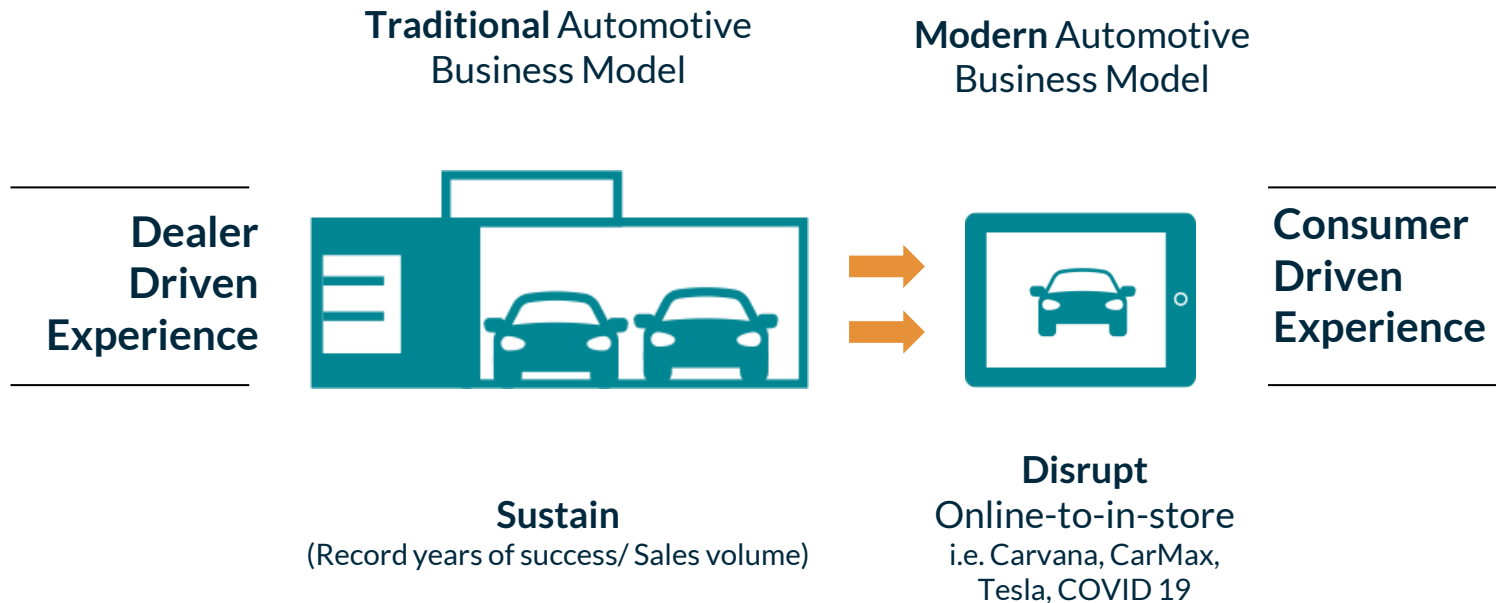
No “bait and switch”
Do what you say



FRICTIONLESS (Amazon-like Shopping)

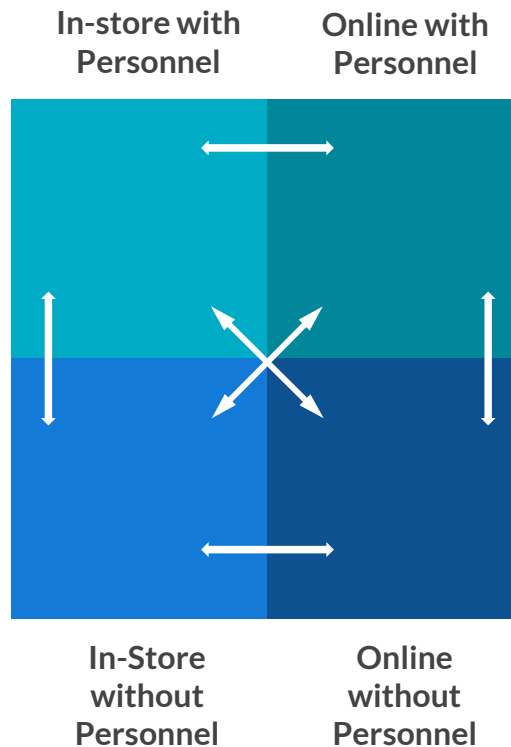
Slick & Flexible Technology
On-demand, Right now

Modern Retail Sales Evolution



Flexible F&I

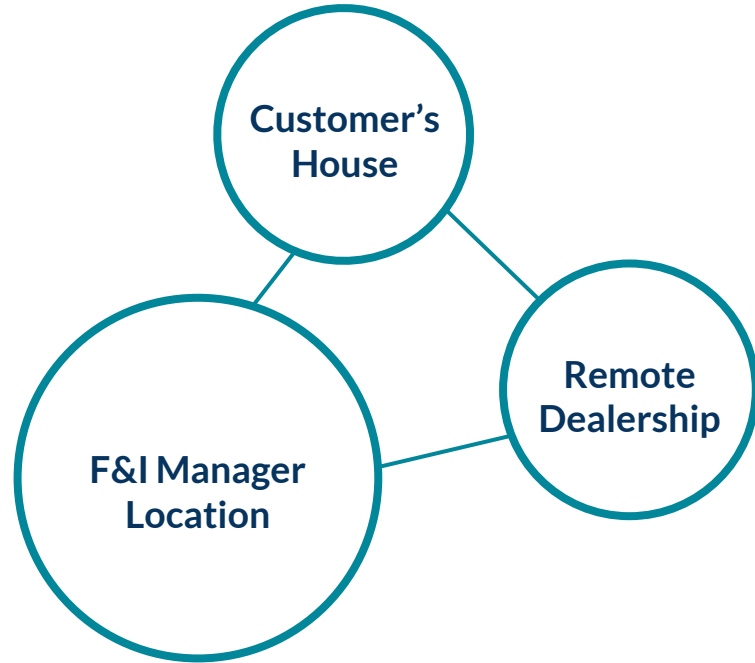
How are we solving for this?



What is Virtual F&I?

Simply put, when the customer is in a different location than the F&I Manager

Use video communication tools (Zoom, Go To Meeting, Join Me) to communicate with the customer and make the presentation customized and interactive



Virtual F&I Journey

Pilot

- Started in 2018
- 1,272 deals across 13 rooftops in 4 states
- 26 JM&A Finance Specialists and 15 F&I Managers trained in Virtual F&I
- What we learned

Covid 19 Roll-Out

- Launched to Dealer Partners on April 13, 2020
- Trained our entire Field Team on the Process
- Developed Virtual F&I Resources available to all
- Have trained over 500 of our Dealer Partners on the Process
- Captured performance data on over 1,500 deliveries

What Dealers Are Saying

"I think the big concern was that we wanted online transactions to also be profitable transactions. These are cutting edge practices that will solve for the customer experience and grow Dealer profitability."

- **Brian Benstock, Paragon Honda & Acura**

"Virtual F&I has been a key part of our transition to a remote sales process."

- **Maria Pacifico, Pacifico Auto Group**

"The virtual playbook, virtual training, and performance monitoring that JM&A brings to our partnership has been essential during the current contactless economy."

- **John Smallwood, Lindsay Automotive Group**

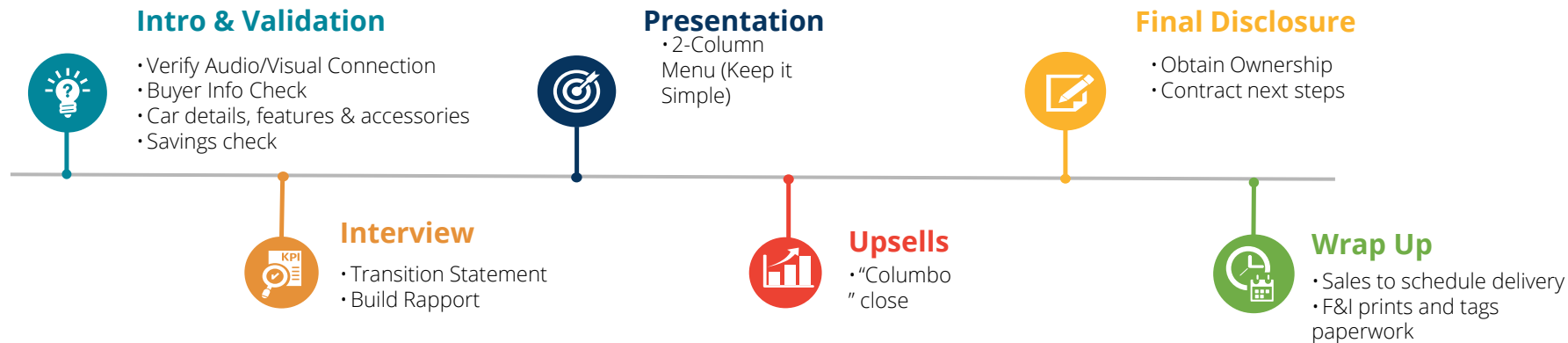
How Does Virtual F&I Work?

Taking in-store process and adapting it to the “Virtual” world Technology Requirements:
Computer, Camera, High Speed Internet, Video Conference App and Menu Systems.

Key differences:

- No Interview on Sales Floor
- More Verbal
- No Hands

Virtual F&I Closing Process





Virtual F&I Demo Presentation

Keep It Simple

In-Person to Virtual - Don't Overcomplicate

- The core processes utilized each day remain the same
- Actions, steps, interactions hold true - simply replacing the in-person with the digital



Actionable Items

Here are a few ways you can begin implementing Virtual F&I in your stores

- Virtual F&I Tips and Tricks Guide
- Training through our Performance Development Center
 - No Cost, No Obligation
- Reach out to have a conversation about Virtual F&I in your Dealership

Find out more @ jmagroup.com

Q&A