

FOCUS ON NOTHING BUT NET PROFITABILITY.

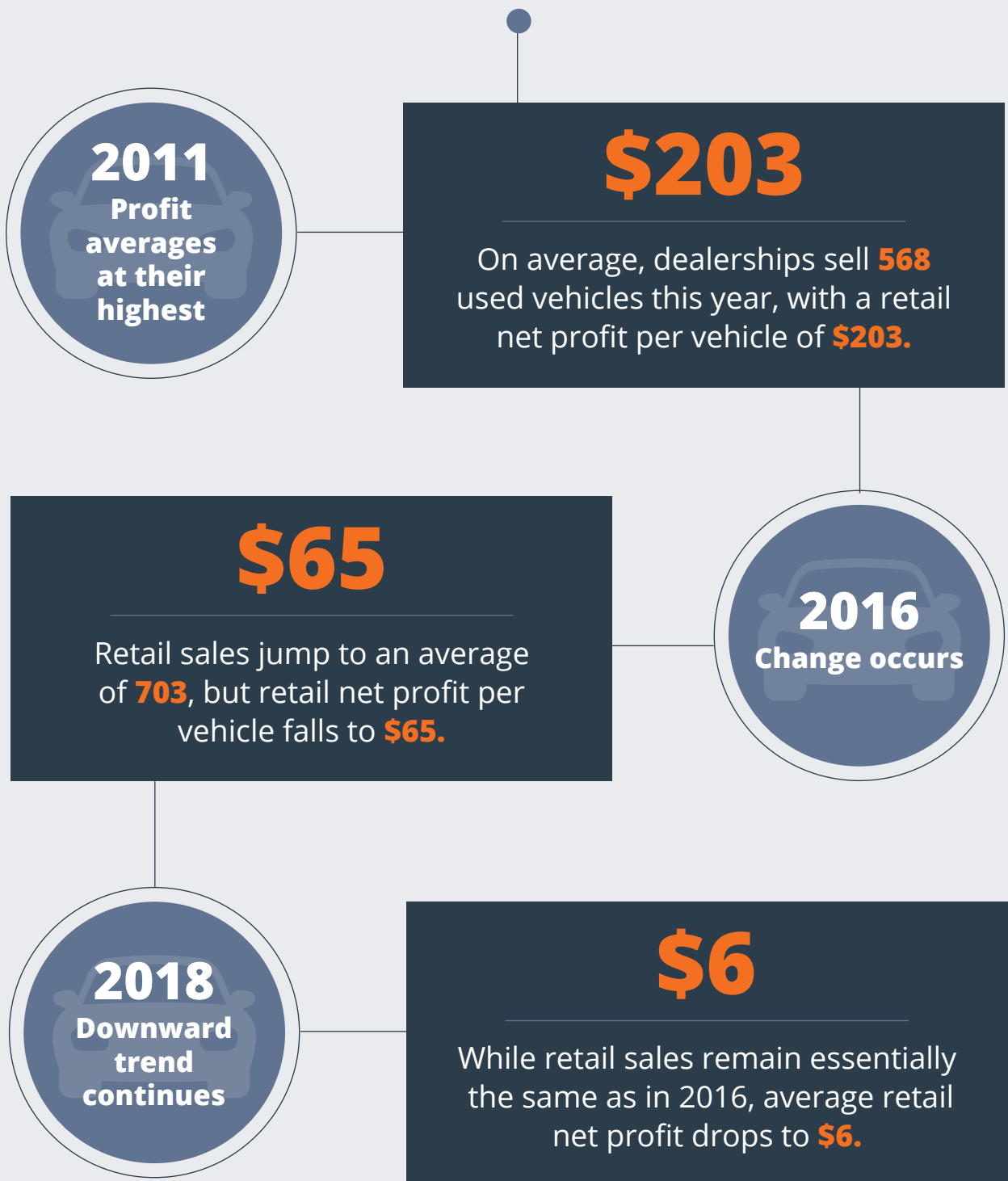
Nothing but Net!

Dealers are retailing record numbers of used vehicles, but still losing money. Why?

The market changed in 2016, meaning traditional management practices are now less effective.

NET PROFITABILITY HAS BEEN TRENDING DOWNWARD.

KEY MILESTONES FROM NADA



HOW DO YOU TURN THIS AROUND?



Total gross can be misleading. Focus on the net profitability and investment return each car can produce.

Adopt the investment-minded approach and get on the path to greater profits.

Learn more in Dale Pollak's newest book, "Gross Deception," which explains why the investment-minded approach is the only path to profits in today's used car environment.

vAuto.com/GrossDeceptionBook

