

F&I Insider

Quarterly Newsletter

October 2013

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Reporting from the Forest River Open House

Written by Heather Mariscal



Forest River Credit Card News



Did you know your cardholders receive quarterly inserts in their statements? It serves as a reminder to keep using the Forest River Credit Card.

We also have a letter on the website that can be downloaded at your dealership so you can send it to your cardholders reminding them the FRCC can be used over and over again as it is an open line of credit. The letter can be found under the tab called, 'Cust. Letter.'

www.forestrivercard.com

Thank you to the many dealers that visited our display at the recent Forest River Open House. It was a pleasure to see you and hear such wonderful things about our team. To those of you who signed up with us at the show, welcome aboard! We look forward to serving you for many years to come.

From everyone I spoke to at the show, it seems the general sentiment in the industry continues to look up. A stabilizing economy, increasing consumer spending coupled with pent-up demand for recreational products and an increasing number of buyers interested in dealership financing were just a few of the common themes. At Priority One, we couldn't agree more. Things **are** looking up. We've seen many of the same positive indicators when it comes to

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Dealer Spotlight: Southwest Trailer Sales

Southwest Trailer Sales, located in Ramona, California, is a husband-wife owned and operated business that started in 1996 by Patrick and Jeanine Lyons. The dealership has grown to a two-acre facility with over \$1 million in inventory of new and used horse trailers, cargo trailers, utility trailers, flatbed and dump trailers and living quarter trailers and also has an expanded parts and accessories department.



Inside Southwest Trailer Sales

Patrick has always been an entrepreneur and had owned a publishing

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Winter Hours:

Our winter Saturday hours for the months of Nov. and Dec. will be 10-4 EST.

In the event of a late afternoon delivery, please let us know and we will make sure you are taken care of.

Regular Saturday hours of 10-6 EST will resume in January.

Happy 10th Anniversary with Priority One Heather Mariscal!



Heather started her career at Priority One in 2003 and has worked her way up the corporate ladder to becoming president in 2009.

She embodies an open-door management philosophy, encourages each person on her team to think outside the box and feels that helps maximize their potential.

Congrats P1!



Priority One was recently named one of *The Best Companies To Work For In Florida* by Florida Trend magazine and Best Companies Group, which is endorsed by the HR Florida State Council.

Dealer Spotlight: Southwest Trailer Sales

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← Patrick Lyons



Jeanine Lyons →



company. After selling that business he was ready for a break but not ready to retire and was wondering what to do next. His thoughtful wife gave him a self-help book, *"I Could Do Anything if I Knew What It Was,"* by co-authors, Barbara Sher and Barbara Smith, about discovering your passions and that's exactly what Patrick did. He took what he liked doing: hiking, mountain biking, ranch sorting, and extreme sports and started a multi-sport adventure tour company. Running this business required Patrick to purchase support trailers. One thing lead to another and soon Patrick was selling trailers

on the side. Selling trailers worked so well that Patrick decided to do that full-time and now Southwest Trailer Sales is a Top 10 dealership.

I'm sure the customers of Southwest Trailer Sales feel very lucky to be working with such energetic, knowledgeable, friendly business owners. We, at Priority One, feel very fortunate to have Southwest Trailer Sales as a partner that uses all of our services including retail financing, commercial equipment financing and the Forest River Credit Card.

Protect Your Customer's Private Information and Your Dealership's Assets



In previous newsletters we've written about how to protect your dealership from outside risks that could ruin your sales, destroy your lender relationships and leave you liable for non-compliance penalties but what can your dealership do to protect your customer's identity and personal, non-public information while protecting your dealership's assets? Keep reading for suggestions:

Implement Security Measures

Protect your customer's identity by implementing security protocol. The number one reason identity theft occurs is that employees are not properly trained on procedures or are unaware of what should be done. It's imperative that employees are trained and given refresher courses frequently. Make sure no customer files or documentation can be removed from your dealership. Any documentation with sensitive customer information including social security numbers, date-of-birth, address, income taxes, personal financial statements, etc. should be shredded and disposed of. Shredding bins should be locked at all times. Any data backup media that is taken

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Contest runs
Jan. 2—Dec. 31,
2013

submit. enter. win.
Dealer APPRECIATION Contest 2013

More APPLICATIONS
means more
chances to win!

Congratulations to our 2nd Quarter Winners!

July Winner

Ozark Village Resort



Aug. Winner

Main Channel Marina



Sept. Winner

Bradford RV Center



Employee Spotlight:

Lana Fischer



Lana grew up in South Dakota and moved to Florida 16 years ago to enjoy year-round boating, swimming and the beach. She started at Priority One in 2007 and has worked in several departments, including loan processing and loan funding. In 2009 she won the coveted "Above & Beyond" award. Just this month she moved into the accounting department and has made the employees in the accounting department very happy. Her well-rounded experience and friendly nature give her the unique ability to relate to each of your customers.

When Lana is interested in something, she goes full-force with it. For instance, she loves to bake so she now runs her own bakery, Lana Banana Cakes, on the side and makes delicious and fancy cakes and cookies for P1 employees. Furthermore, Lana is a spectacular ping-pong player and won our companies first annual ping-pong tournament.

Protect Your Customer's Private Information and Your Dealership's Assets

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offsite for Disaster Recovery should be encrypted. When disposing of old computer hard drives, be sure they are properly disposed or destroyed (information on how to do this can be searched on the Internet). There have been reported cases of stolen hard drives that are used to gain information for illegal activity.

Verify Customer Identification

It is critical that your dealership staff has verified your customer's identity prior to purchasing a boat or RV and this should include looking for suspicious documents provided for identification, suspicious personal information, wary activity and alerts or warnings from consumer reporting agencies. A loan transaction completed with a stolen identity could result in your dealership having to repurchase the loan from your

lender. This is a costly mistake that could have been prevented.

Pay Attention to Small Details

Be sure any discrepancy found on a name, address, social security numbers, date of birth, employment history, phone number, etc. is investigated. Even something that may look like a typo should be checked out. When you call to verify a person's identity, be sure to ask questions that only the real person could know such as "What is the monthly payment on your car loan?"



Reporting from the Forest River Open House

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the availability of financing, the health of our lending partners and their commitment to our industry. With lenders opening up their programs, buying a little deeper, requiring less down and offering very competitive rates, the stage is set for a great 2014. We thank you for the trust you place in us, and we look

forward to being a part of your success in the coming year. If we didn't get a chance to meet at the show, I'd love to hear from you. Call me any time at (800) 747-6223.

-Heather

**Upcoming Events
MDCE 2013**

Priority One will be exhibiting in the MRAA Pavilion (booth #113) at the MDCE in Orlando in November and also presenting, *The New Finance Landscape—Be F&I Compliant while Maximizing Profits* on Wednesday, November 20th. We hope to see our boat dealers there.

Equipment Finance Happenings

Priority One's equipment finance division helped one of our marine dealers with a commercial loan for a new hydraulic trailer. We can help you too, even on forklifts and snowplows!

We can also do loans on items that have already been purchased if it's within 90 days.

Qualifications apply.



Happy Halloween!



F&I Insider

Improvements to the FRC

On September 24th, the Finance Resource Center (FRC) was updated with some nice changes:

- Improved interface that works on iPads and iPhones.
- Payment estimator is more flexible and now permits the user to enter an interest rate.
- The online application form has been streamlined to save your customers time. For example, if a buyer has lived at his current location for three or more years he is not prompted to provide his previous address.

- Co-buyers can now copy information from the buyer's section to avoid entering duplicate data.



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Financing is ours.*
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