

F&I Insider

Quarterly Newsletter

October 2014

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Priority One's Guiding Principles:

Build Trust & Credibility

Be honest. Keep Promises. Do what you say, and say what you do.

Respect Each Other

Encourage Open & Honest Communication

Set the Tone at the Top

Lead by example.

Promote Quality over Quick Fixes

Focus on long-term success and not what is easy or convenient.

Create an Environment that Respects Diversity

Maximize Every Employee's Potential

Support and foster the talents around you.

Work Professionally

Serve our customers with positive attitudes, dedication and pride in our work.

Commit to Teamwork

Promote Levity

Do the Right Thing

Use your best judgment and follow your heart when you take action.

Social Media Marketing

I had the opportunity to go offsite and participate in a Social Media Marketing seminar given by National Seminars Training recently and wanted to share with you some of the good information I gathered from this seminar.

The benefits of social media marketing include:

- Networking
- Find business contacts and partners
- Build business relationships
- Grow your brand
- Target your niche audience
- Increase traffic to your website
- Enhance your Google rankings



Each social media platform has its own purpose, function and market.

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Dealer Spotlight: Bill's Marine

As soon as I saw the Facebook page of Bill's Marine, I knew I had to feature them in our dealer spotlight for this quarter's newsletter. Their Facebook page is so colorful, fun and up-to-date that I knew I needed to know more about this dealership. I spoke to Travis Parker, lead salesman and son of owners, Bill and Judy Noell to learn more. With Facebook, Travis

does an excellent job of selling the boating lifestyle by picturing his happy new boat owners, showcasing the boats they sell (Cobalt, Tige, Stingray and Premier Pontoon) in action videos, notifying his viewers of local events, announcing upcoming sales and providing educational boater information.

"Facebook is such a great way to be more personal and interactive with our customers than in the past," stated Travis. "We sell, service and provide parts to customers from Norfolk, Suffolk, Hampton, Chesapeake and Newport News, so Facebook comes in really handy in reaching tons more people and being able to be more accessible."



The showroom at Bill's Marine, NC location.

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DRC Updates



On the DRC, under the Supplies & Forms tab, you are now able to download a Customer Transition Letter that you can print out, on your dealership's letterhead, for your customers informing them that your dealership has partnered with Priority One to assist them with financing their new unit.

This is not a mandatory letter but a nice way to transition from selling the unit to financing the unit. The letter informs your customers that a Priority One business manager will be contacting them shortly to assist them, provides Priority One's phone number and also hours of operation.

FRC Updates



In an effort to speed up the approval process, the online application, found on the FRC, now has an option for you to upload/include your purchase information and invoice/bookout. There are a couple ways for you to provide this – upload the attachments or enter in the information.

Common Funding Q&A



We compiled several common questions that dealers just like you have had in the past and listed them below along with the answers, hoping to assist you or a new

employee should you ever be approached with the same questions.

Q: My customer's girlfriend (dad, boyfriend, sister, etc) wants to be placed on the title with me, but she is not signing the contract, will that be ok?

A: Unfortunately, the lender will only allow those who are approved for the loan to be placed on the title. If the customer would like an additional party on the title, they must be approved on the loan. If the customer asks you about T.U.D.

(transfer upon death), the debt is not transferrable and the lenders will not allow a T.U.D to be listed on the title. The customer may want to discuss purchasing Credit Life coverage which would enable them to pay off the debt in the event of their death and leave a free and clear unit to whomever they choose in their will.

Q: What is this Power of Attorney Form and does it have to be notarized?

A: The Power of Attorney form that comes in the Priority One closing package is a tool for your dealership's tool box to help assist with titling.

This Limited Power of Attorney gives a representative from your dealership the ability to handle titling, licensing, registration and/or securing the lien for the unit being purchased. We encourage our dealers to have all

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Dealer Spotlight: Bill's Marine

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Facebook is a great social media marketing tool, but Bill's Marine did well before Mark Zuckerberg, co-founder of Facebook, was even two years old.

Bill Noell began his career in 1976 as a marine mechanic for another dealership in Portsmouth, VA and in 1986 he started Bill's Marine out of a commercial garage where he employed one other person. In 1989 Bill moved to a larger location, continuing to service boats, but he also starting selling aluminum boats at his customers' urgings. Ten years later, in 1999, the dealership moved again to an even larger location (the current location) with ten service bays. Today he runs two dealerships: one in Portsmouth, VA and a satellite location in Littleton, NC, about a two hour drive away.

Travis attributes a large part of the success of Bill's Marine to Bill and his employees for always being available for their customers any way possible. He said it wasn't uncommon to see Bill working on a customer's boat while he was at his vacation home on Lake Gaston, NC, helping new boaters learn boater safety and showing them how to boat on the nearby waterways (Elizabeth River, Chesapeake Bay and the Atlantic Ocean). Now Facebook adds to Bill's Marine success by keeping in touch with their customers as well.

Bill's Marine is a perfect example of how combining the tried and true methods of good 'ole customer service with the new world of social media can bring even more triumph to a successful business.

Written by Laura Smith

submit. enter. win. Dealer Appreciation Contest 2014

Back by Popular Demand!

July Winner

**Marine Supply of
Winter Haven**

Outdoor theater system



Aug. Winner

**Mt. Joy RV Sales
& Service**

Margarita Tahiti
Frozen Drink Maker



Sept. Winner

ETCO Marine

Foosball Table



**Employee Spotlight:
Lisa Lynn Gilbert,
Business Administrator**



It's hard to believe Lisa Lynn is old enough to have been with Priority One for 14 years, married for 23 years and has a grown son in the Navy (as a Crew Chief on the HM-15 helicopter), as anyone can attest that has interacted with her bubbly, exuberant personality.

Lisa Lynn embodies Priority One's guiding principles: she serves customers with a positive attitude, leads by example and makes our company a fun place to work.

Originally from Illinois, she graduated with a degree in business administration from the University of Florida and has lived in Florida most of her life. She enjoys golfing, sewing, scrapbooking, baking, boating and cheering on all the Boston sports teams.

Interesting Tidbit

If Lisa Lynn had to move to another state, it would be NH and she'd live on Lake Winnepesaukee in a house boat. She loves this beautiful state and was married in Nasha, NH.

Common Funding Q&A

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out-of-state customers complete this form. It saves you the hassle of chasing a customer down if corrections need to be made to titling and enables you to properly secure the lien in the event a customer does not handle registration in their state in a timely manner. In addition, our specialty lenders (Medallion, Merrick, Boulevard and Marine One) each have their own Limited Power of Attorney forms that are required for funding. A notary is required on these forms. If your dealership does not have a notary on staff, have them take the form to any local notary and return it in the mail.

Q: *What is a Delivery Receipt and Storage Agreement? Can it be used if the unit is ordered and the dealership has not received it yet?*

A: A Delivery Receipt and Storage Agreement is a form that the customer, dealer and a witness sign that certifies, as of the date on the form, the customer assumes full financial responsibility even though they are not taking physical

possession of the unit. This form may only be utilized if your dealership has taken possession of the collateral from the manufacturer and the customer has physically inspected the collateral. This simply enables the customer to store it on the dealership lot for a short period of time after executing the loan documents. It may not be used for ordered units not yet delivered from the manufacturer.

Q: *I received paperwork for my customer dated this week, but my customer is not coming in until next week. Can I use the same paperwork?*

A: The contract should be dated the date the customer takes delivery, if they do not take delivery for two days, then they should not be charged interest for those two days. Priority One's DRC enables us to quickly make changes to contracts and repost them to your portal should unexpected delays in delivery arise.

Reminder from Your Lenders

In order to speed up the approval process, please make sure your customers sign the credit application. Doing so gives Priority One and your

lenders permission to access the customer's credit bureau.

Thank you.



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Social Media Marketing (continued from page 1)

The top 7 social media platforms are:

Facebook	YouTube	Twitter	Google+	LinkedIn	Instagram	Pinterest
1.27 billion users	1 billion users	500 million users	350 million users	277 million users	200 million users	70 million users
53% men 47% women		53% men 47% women	63% men 27% women	64% men 38% women	36% of 18-29 year olds have an account	69% women 21% men
Most common age demographic is 25-34		Fastest growing segment - grandparents	58% 18-34 year olds	Age limit lowered to 10 year olds	Young market: 51% of 2014 H.S. graduates use daily	37% earn \$25k - \$50k
5 new profiles are created every second	Over 6 billion hours of video watched each month	Good for hi-tech crowd	Websites using the +1 button increase page traffic by 350%	#1 business platform	Over 16 billion photos have been downloaded since its inception.	80% of use is repins

If you use many social media platforms, you may want to set up a dashboard which is an all-in-one program that allows you to update, monitor, measure, manage and maintain social media conversations on one computer screen. Popular dashboards include: HootSuite, Sendible and TweetDeck.

Fewer than 30% of social media marketers take time to measure and track media efforts. Google

Analytics is a key component in measuring traffic for: websites, YouTube channels and Google+ company pages. Facebook has its own robust analytics program called Insights.

Last, but not least, if you have three minutes, please check out "Socialnomics 2014" by Erik Qualman. It is a very interesting YouTube video on social media.

Statistics by National Seminars
Written by Laura Smith



E-mail: newsletter@plfs.com
 Fax: 800-341-6223
 Phone: 800-747-6223
 742 Second Avenue South
 Saint Petersburg, FL 33701

