

F&I Insider

Inside this issue

Page	Story
1	Increase Dealer-Assisted Financing
1	Dealer Spotlight
2	Expedite Funding Tips
3	Helpful Hints from FPC
3	submit. enter. win. Contest results

Quarterly Newsletter July 2013



Increase Dealer-Assisted Financing with Marketing

In a recent issue of RV Executive Today magazine, RVDA’s board of directors confirmed that “the recent threat to dealer-assisted financing is the top advocacy issue facing dealers now and that dealer-assisted financing is good for consumers because it often offers more choices,

saves money, saves time and is more efficient.” As your F&I business office, we couldn’t agree more and offer marketing tactics to increase your dealer-assisted finance numbers:

1. Use direct mail

Your dealership may already send postcards announcing a new brand you’re offering or an upcoming event at the dealership, but you can also send direct mail reminding consumers your dealership offers financing. This way you notify them that financing is available without searching outside the control of your dealership.

2. Advertise your finance service

On your website homepage, add a “Financing” tab to the main navigation bar and include the p1frc.com link which contains information on loans, a payment estimator and insurance information available through your dealership. The main goal should be to peak interest and get shoppers in your door to speak with someone face-to-face.

(continued on page 2)

Employees News

Jason Bagwell



Most of you probably already know Jason and the funding miracles he has accomplished with your deals. Jason started his career at Priority One in 2001 and was responsible for developing a funding department and supervising our in-house administrative group.

We are proud to announce that Jason has joined the business management team and is working with dealers on every aspect of the job from application to delivery. Congratulations Jason!

Dealer Spotlight: Arrow RV

RV business is good these days for Arrow RV and owners, Don and Sandi Bray. In the early 1990’s the Brays bought the existing Arrow RV, located in Clearwater, Florida, that originated in 1979. Six years ago they opened a second location in Homosassa, Florida. Both locations carry a variety of used products plus new models of the KZ line including Stoneridge, Spree, Sportsmen, MXT Toy Hauler and Inferno 5th Wheel Toy Haulers.

business but wanted to sell a product that was all about fun and relaxation so he made the switch and hasn’t looked back.

(continued on page 4)



Arrow RV— Clearwater, FL location

Before owning and running an RV dealership, Don was in the restaurant

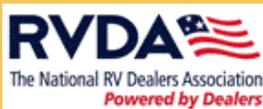
More Employee News
Gary Rademaker



In 1997 Gary started at Priority One and in 2002 he founded Priority One's insurance subsidiary, Veritas Insurance Group. A short while later he was needed back at Priority One to focus on other projects and has held various executive positions including sales, strategic development, compliance management, and F&I operations.

Fast forward to 2013 and Gary is back at Veritas as the managing director. We are happy for him and excited to hear about his plans for the future of Veritas.

Visit P1 at RVDA 2013



Priority One has been asked to speak at this year's RVDA in Vegas. Our workshop, *Four Ways to Increase Your F&I Revenue Through Back-End Product Sales*, will be held at the Rio All-Suite Hotel & Casino on Wednesday, October 2nd from 4:15 —5:30.

We'd love to have your support and look forward to seeing you there.

We'll also be exhibiting in booth #213.

Tips to Expedite Funding without Delays

- In every loan closing package, we include a funding and closing checklist that provides instructions on what is needed to fund a deal (i.e. insurance verification form, manufacturers' invoices, MSOs, etc). **Following the checklists will help ensure your deal will fund without delay.** The checklists also specify what is mandatory to be copied for your records as well as what copies need to be given to your customers and lenders.
- If you use an MSO for titling, please remember both the front and back of the completed MSO must be copied and sent to the lender. The original MSO should not be given to the lender or customer until funded.
- If a customer has ordered



backend products (i.e. Gap, extended service contracts, etc.), be sure to fax copies of signed documents to Priority One at the time of closing or immediately afterwards.

- If a form needs a notary stamp and doesn't have one when a lender receives it, it will be returned delaying the loan.

If you have any questions on the above or any other funding questions, please call 800-747-6223 ext. 533.

Increase Dealer-Assisted Financing with Marketing

(continued from page 1)

3. Promote financing within your dealership

As soon as a person steps foot into your dealership, chances are they know what brand they want and you've got it! Besides the advertising already done to get them into your dealership, they've most likely done online research (including your site) to narrow their decision. Make their job of purchasing a unit easier by displaying plenty of on-site signage informing them financing is available at your dealership. We can provide you hang tags and static clings to get you started; just ask your dealer account executive.

4. Spiff your sales team

Implement an internal contest among the staff members that are responsible for sales and finance in



Example of a static cling.

your dealership. Hold a daily or weekly contest and whoever receives the most completed Priority One applications, receives a prize or gets a bonus at the end of the day or week. Remember, every application submitted is a chance to improve the likelihood of delivery and to generate additional income on the sale.

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!

April Winner

N3 Boatworks



May Winner

Kroubetz Lakeside
Campers



June Winner

Springs Creek RV &
Outdoor Center



Helpful Hints from First Protection Corporation (FPC)



As a long time business partner to Priority One and our marine dealerships, we choose FPC as our extended service contract program for their customer

focus, professionalism, prompt communication, thorough investigations and accurate claim adjudications.

To help facilitate the claims process, it is helpful to have the following information available when first reporting a claim:

1. The agreement holder's full name and address.
2. The agreement number.
3. A brief summary of the customer's initial complaint or concern.
4. Your initial diagnosis of the problem.
5. Your initial estimated cost to repair.

While most claims are processed smoothly without interruptions, there can be instances when additional work/research is needed in order to process a claim or find coverage for your dealership. By avoiding the

following situations, FPC can streamline the entire claims process, making it a better experience for everyone:

- Reporting a claim after repairs have been made. If the equipment has been repaired, they may not be able to verify that the failure was caused by a mechanical breakdown.
- Reporting a claim after the agreement has expired. The agreement requires that all failures be reported prior to the expiration of the agreement. Claims cannot be processed on an expired agreement if the claim was not reported to them prior to the agreement expiration date.
- Not conducting the proper equipment inspection. An inspection may be required to verify the cause and extent of the failure being reported. To complete this task, a tear down (the adjuster will guide the repair facility through this process) of the equipment is needed. If an appropriate tear down has not been done, there may be a delay in the inspection process, which will delay the claim.

For more information on the FPC program, please contact your Priority One business manager at 1-800-747-6223.

Employee Spotlight: Debbie Carcione, Business Manager



Debbie grew up a few blocks from Wrigley Field in Chicago and then moved to Minneapolis for college.

In 2003 this little lady moved to St. Petersburg, Florida, site unseen, looking for beautiful weather, boating year-round and water sports. Debbie has worked on the Priority One team for nine years and is currently a business manager. In 2006 she won the "Above & Beyond" contest at Priority One.

With her strong Midwestern work ethic, enthusiasm with her dealer partners, attention to customer satisfaction and extensive F&I knowledge, you'd think Debbie never leaves work, but she knows how to play just as hard as she works. Last March she took her dream vacation to Paris, France with her honey and three other couples. Recently Debbie bought her first home and is enjoying decorating it and lounging in her pool on the weekends.

Interesting tidbits:

Debbie is a direct descendant of Ulysses S. Grant.

Debbie's least favorite chore is cleaning grout.

Debbie's last meal would include a Big Mac.

Equipment Financing Reminder!

We can finance your business-use equipment and trucks, whether they're new or used.

Does this include my pickup truck used to deliver boats?
YES!



Does this include my boat launching equipment?
YES!



F&I Insider

Dealer Spotlight: Arrow RV

(continued from page 1)

To help learn about the RV industry, the Brays joined the Florida RV Trade Association (FRVTA) and Sandi hopes to become the Secretary in Florida's Region 3 district.

I learned from Priority One's dealer account executive, Eric Craig, that Don and Sandi treat their staff like family and believe communication among 'family' members should be open and honest. Therefore, I was not surprised when I asked Don what the hardest part of operating two RV dealerships was and he

answered, "finding the right people." With the right people on board, Don can now confidently work from one location and feel secure the other location is in good hands.

Speaking of family, Don excitingly said his grown daughter and son-in-law recently returned to the states from military duty in Turkey and brought him and his wife a great gift – their first grandbaby! Congratulations on being new grandparents and also for two successful Florida RV dealerships!



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

*Selling is your priority,
financing is ours.*
PriorityOne
Financial Services