



VALUE CARE MAINTENANCE PLAN

“ THE DEALER’S PROGRAM ”

- The dealer controls the money
- The dealer customizes the program and coverage's
- The dealer decides the costs
- Only your dealership can do the Service work

(847) 382-1095

THE PROBLEM

What happens when you sell the manufacturer's maintenance program?

When selling the manufacturer's maintenance program you are really selling pre-paid maintenance for the manufacturer not your dealership.

THE FACTS

- You send the manufacturer **all** of **your** money and they keep the entire unused portion.
- On a national level approximately 35% of all maintenance dollars are actually claimed.
- The manufacturer's maintenance program allows **your** customers to use their maintenance program at your competitor's dealerships.
- When selling **their** program, **if** the customer does come back to your dealership you get the "*privilege*" of doing the maintenance work at your cost!

Does this sound fair???

THE SOLUTION: **VALUE CARE** "THE DEALER'S PROGRAM"

When you sell **Value Care** you get a "*turn-key*" maintenance program.

THE FACTS

- The money **never** leaves your dealership!
- Your customers can use **your** Service Department only!
- You design the programs and coverages!
- You keep **all** of the unclaimed dollars (Profits!)
- You decide what your Service Department will profit!
- Our software handles **all** necessary accounting!
- Our Customer Retention Program e-mails each of your customers Service Reminders between service intervals!

*With **Value Care** you really do pre-sell your own maintenance and you really do create a long term relationship with your customers.*

For further details to get your maintenance program started contact Dealership Development, Inc.

(847) 382-1095

HOW PROFITABLE IS A PROPERLY ADMINISTRATED MAINTENANCE PROGRAM??

“BASED ON”

- \$20 Oil Change Reimbursement
- 1 Tire Rotation per year
- \$15 Tire Rotation Reimbursement
- 3-Year Program
- 4 Oil Change intervals per year
- 35% Loss Ratio (National Average)
- Oil Change Reserve = $\$20 \times 12 = \240
- Tire Rotation Reserve = $\$15 \times 3 = \45

Maintenance Program

25 per Month:

\$285	Net Reserve
x 65%	Underwriting Profit
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\$185.25	
x 300	
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\$55,575	per year or \$277,875 every 5 Years

50 per Month:

\$285	Net Reserve
x 65%	Underwriting Profit
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\$185.25	
x 600	
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\$111,150	per year or \$555,750 every 5 Years

100 per Month:

\$285	Net Reserve
x 65%	Underwriting Profit
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\$185.25	
x 1200	
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\$222,300	per year or \$1,111,500 every 5 Years