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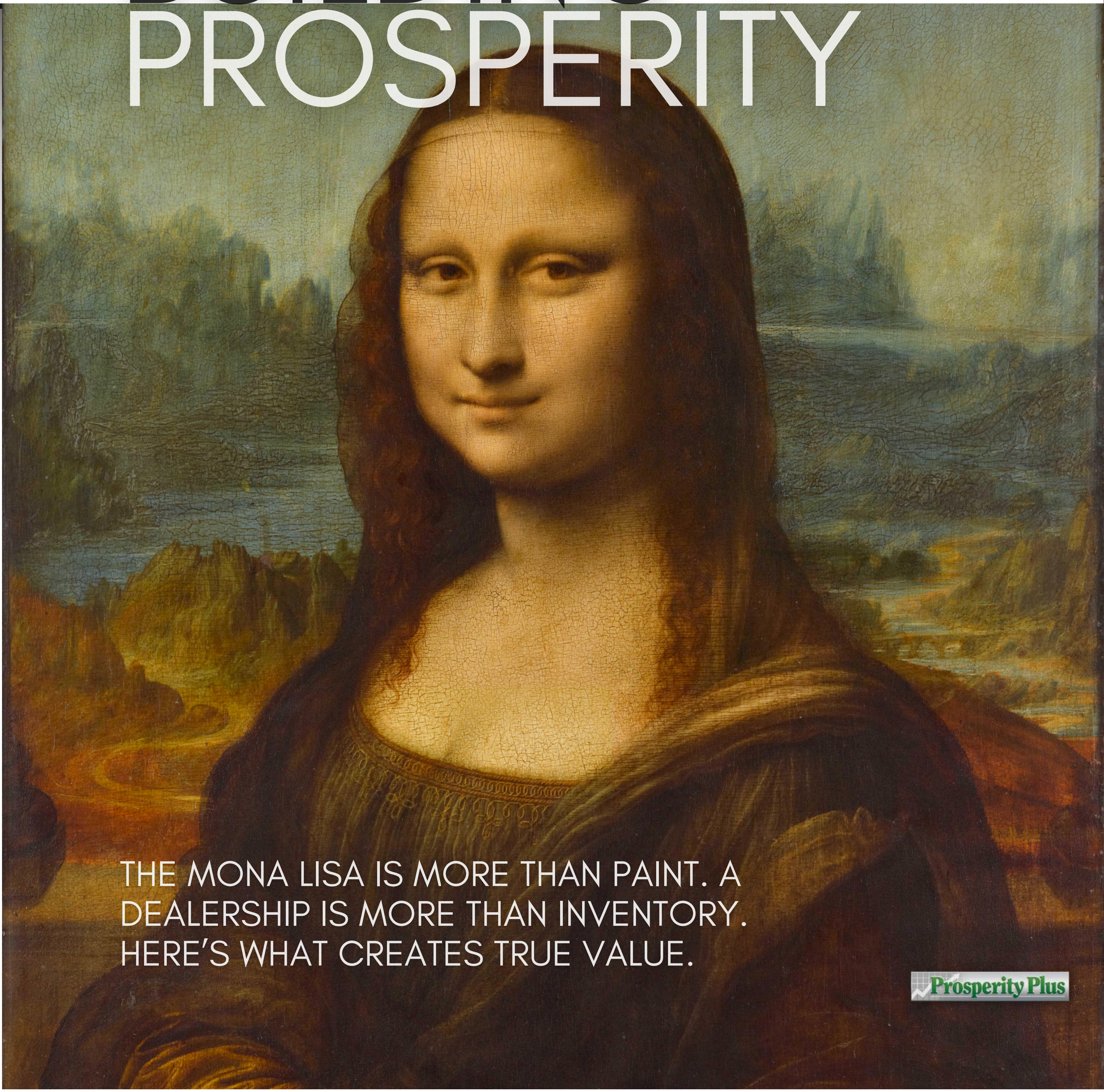
BUILDING PROSPERITY



THE MONA LISA IS MORE THAN PAINT. A DEALERSHIP IS MORE THAN INVENTORY. HERE'S WHAT CREATES TRUE VALUE.

Prosperity Plus

Achieve your goals by improving profit, cash flow and growth.

When evaluating a dealership, buyers aren't just purchasing inventory and equipment. They're investing in a business with proven value and future potential.

Nobody wakes up on Monday morning excited to plan their marketing calendar. They're thinking about a major account that's up for renewal. A service issue that needs attention. A technician who's out sick. Inventory. Cash flow. A sales meeting. A manufacturer deadline.

Marketing? That can wait until next week, or when we're not so busy. Except next week becomes next month. And before you know it, six months have gone by since the last email campaign, the company blog hasn't been updated in a year, your social media pages are collecting dust, and the only marketing you've done is reposting a manufacturer flyer.

Sound familiar? You're not alone.

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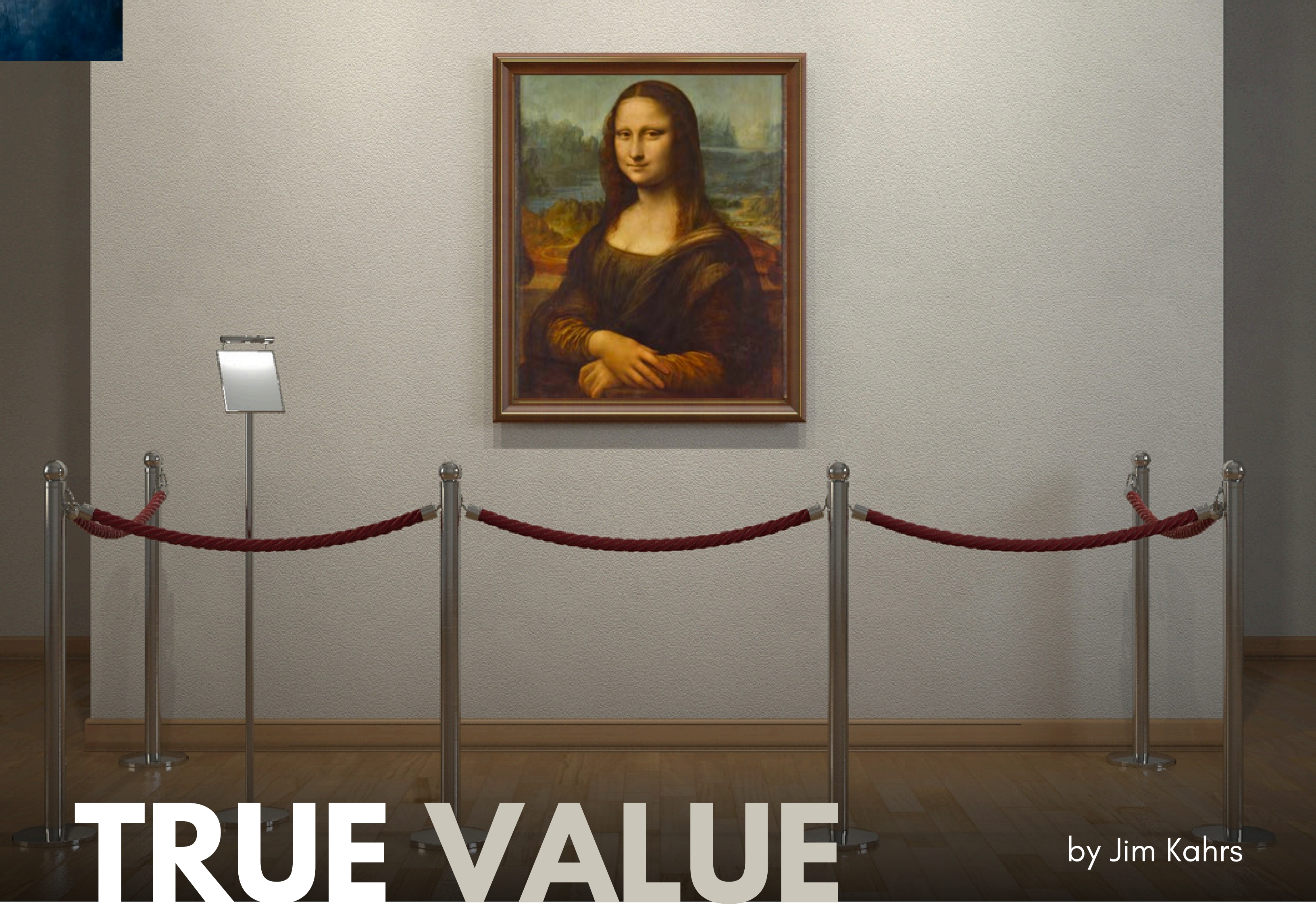

TRUE VALUE

by Jim Kahrs

LIKE THE MONA LISA, A DEALERSHIP IS WORTH FAR MORE THAN ITS PARTS. DISCOVER THE 7 FACTORS THAT DRIVE REAL VALUE.

Imagine walking into the Louvre and seeing the Mona Lisa for the very first time. Someone who knows nothing about art might shrug and say, "It's just an old painting." They're technically correct. It's wood, paint, varnish, and a frame. Yet the world values it at hundreds of millions of dollars. That’s because its value isn't found in the materials. It's found in everything those materials represent; its history, reputation, scarcity, craftsmanship, and the emotional response it evokes.

Now let's talk about your dealership. When evaluating a dealership, buyers aren't just purchasing inventory, computers, vehicles and a customer list. They're investing in a business with proven value and future potential.

Here are the seven factors that often carry the most weight:

1. Consistent Net Profit History
Revenue gets attention, but sustained profitability builds confidence. Buyers want to see a track record of healthy margins, stable cash flow, and financial discipline—not just one exceptional year.

2. Recurring Revenue
One of the biggest drivers of value is the recurring revenue a business is generating. However, like the Mona Lisa, it must be quality recurring revenue. It must be profitable, properly documented on well-crafted agreements and easily sustained.

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ABOUT BUSINESS VALUE

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3. Employees and Leadership
Experienced technicians, knowledgeable salespeople, and capable managers are valuable assets. A dealership with a stable, engaged team is easier to transition and less dependent on the owner.

4. Brand Reputation
A trusted name in the marketplace has real economic value. Strong brand recognition can lower customer acquisition costs, improve retention, and support premium pricing.

5. Market Coverage
Buyers evaluate the strength of your geographic footprint, customer density, and market share. A dealership with established territory and opportunities for expansion is often more attractive than one serving a limited or saturated market.

6. Systems and Operational Independence
Can the dealership thrive without the owner making every decision? Well-documented processes, modern systems, and empowered managers reduce risk and increase value.

7. Growth Potential
Acquirers want to know what comes next. Whether it's expanding into adjacent markets, adding product lines, strengthening digital marketing, or increasing service revenue, a clear runway for growth makes a business more compelling.

Running your dealership creates today's income. Building a recognizable brand, a strong leadership team, profitable operations, loyal customers, scalable systems, and a defensible market position creates tomorrow's enterprise value.
Like the Mona Lisa, the true worth of your dealership isn't defined by its tangible assets alone. It's determined by everything those assets have come to represent.

Someday, someone will stand in front of your dealership the way visitors stand before the Mona Lisa. Don't leave them admiring the brushstrokes. Give them a masterpiece that's worth the price of admission and the premium they'll gladly pay to own it.

Jim Kahrs may be reached at 631.382.7762 ext. 101 or at ***jkahrs@prosperityplus.com***

BEST PRACTICES WEBINAR

AVOIDING THE BIGGEST BUSINESS SALE MISTAKES

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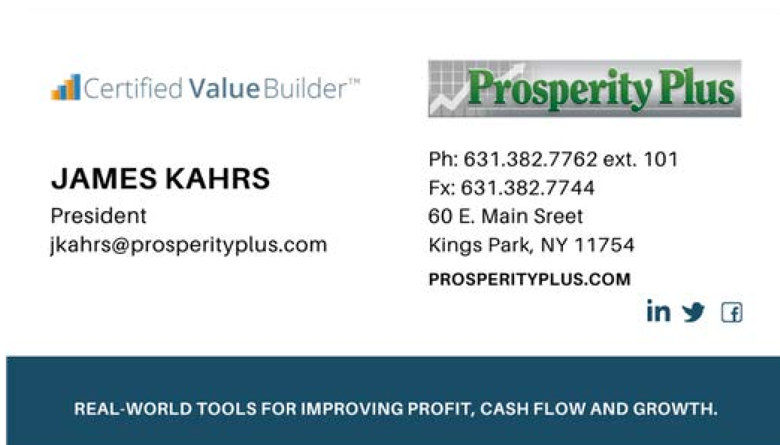
PROSPERITY PLUS

LIVE WEBCAST - AUG 20 @ 1 PM EASTERN

If you're considering selling your business systems dealership now or in 10 years, don't let avoidable mistakes cost you years of hard-earned value. Join veteran merger and acquisition expert Jim Kahrs for an exclusive webinar focused on the biggest selling mistakes made by others and the proven strategies to maximize your dealership's value when it's time to exit.

PRESENTED BY JIM KAHRS PRESIDENT PROSPERITY PLUS



REGISTER NOW

YOUR BUSINESS WON'T MOVE FORWARD IF NOBODY'S ROWING THE MARKETING PROGRAM

By Tim Votapka

I've worked with independent business systems dealerships long enough to know one thing for certain: Nobody wakes up on Monday morning excited to plan their marketing calendar. They're thinking about a major account that's up for renewal. A service issue that needs attention. A technician who's out sick. Inventory. Cash flow. A sales meeting. A manufacturer deadline.

Marketing? That can wait until next week, or when we're not so busy. Except next week becomes next month. And before you know it, six months have gone by since the last email campaign, the company blog hasn't been updated in a year, your social media pages are collecting dust, and the only marketing you've done is reposting a manufacturer flyer.

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Success Can Be Marketing's Biggest Enemy

Ironically, many dealerships stop marketing because business is good. The sales team is busy. Service is booked. The phones are ringing. Marketing gets pushed aside. The problem is that today's workload isn't coming from today's marketing. It's coming from the work you did months before; the relationships you built, the reputation you earned, and the visibility you created over time. When you stop marketing because you're busy, you're quietly slowing down the pipeline that will feed your business six months from now.

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MOVING FORWARD

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The Rowboat Analogy

Think of your dealership as if it was a rowboat. Every marketing effort is another stroke of the oars. A blog article. A customer success story. A LinkedIn post. A community event. An email newsletter. One stroke won't take you across the lake. But enough consistent strokes create momentum.

Here's the mistake many dealerships make: they stop rowing because the boat is moving. For a while, everything seems fine, but momentum fades. The boat slows. Eventually it drifts. Then everyone wonders why new opportunities have become harder to find.

The truth is simple:

If nobody is rowing, the boat doesn't move. If nobody is marketing, the business doesn't grow.

Your Biggest Competitive Advantage Isn't Your Manufacturer/Vendor

Every dealer selling the same line has access to the same brochures, promotions, and product announcements. That's not what makes customers choose you. Customers buy confidence. They buy responsive service. They buy knowledgeable technicians. They buy people they trust.

Those are your stories to tell, not your manufacturer's. The dealerships that consistently showcase their people, customers, expertise, and community involvement build brands that are remembered long after the latest equipment promotion ends.

You Don't Need More Marketing. You Need More Consistency.

One great campaign won't transform your dealership. Neither will one video, one email, or one social media post. What makes a difference is showing up week after week, month after month, year after year. Marketing isn't about finding time when you're slow. It's about protecting the momentum that keeps you from slowing down in the first place.

Keep Rowing

Running an independent dealership has never been easy. There will always be another customer to visit, another proposal to review, another service call demanding your attention. Those responsibilities aren't going away. Neither is the need to remind your prospects and customers who you are and why your dealership deserves a place on their shortlist.

The dealers who continue to grow aren't necessarily the biggest. They aren't always the oldest. And they don't always have the largest marketing budgets. They're simply the ones who never stop rowing. And over time, that's what carries them farther than the rest.

Tim Votapka is the VP and Director of Marketing at Prosperity Plus. He may be reached at tvotapka@prosperityplus.com or 631.382.7762.

BE WORTHY OF TRUST

By L. Ron Hubbard

Unless one can have confidence in the reliability of those about one, he himself is at risk. When those he counts upon let him down, his own life can become disordered and even his own survival can be put at risk.

Mutual trust is the firmest building block in human relationships. Without it, the whole structure comes down.

Trustworthiness is a highly esteemed commodity. When one has it, one is considered valuable. When one has lost it, one may be considered worthless.

One should get others around one to demonstrate it and earn it. They will become much more valuable to themselves and others thereby.

BACK ISSUES

TAKE A LOOK AT OUR ENTIRE ARCHIVE OF BACK ISSUES TO SEE WHAT WE COVERED IN EACH ISSUE OF BUILDING PROSPERITY.

CONSIDER GETTING ONE PRODUCED FOR YOUR OWN BUSINESS WHILE YOU'RE AT IT. A PROFESSIONAL MANAGING EDITOR IS STANDING BY.

BROWSE AWAY