

OUTMANEUVER THE MEGA GROUPS: **10 STRATEGIC MOVES TO WIN YOUR NEXT DEAL**

Real Stories. Real Strategy. Real People. Real Deals.

PRESENTED BY:
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REAL PEOPLE.
REAL DEAL.

REAL PEOPLE. REAL DEAL.

The biggest buyer doesn't always win.

The buyer who creates certainty

The buyer who builds trust

The buyer who understands the seller

THESE ARE THE BUYERS WHO WIN THE DEALS.



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EVERY DEAL HAS A STORY

“Every lesson we’re sharing today comes from transactions we've negotiated across the country — not from a textbook. This is what we've learned after helping facilitate **more than 570 dealership transactions.”**



MOVE 1

GET ON THE
OEM'S RADAR EARLY

RELATIONSHIPS START BEFORE THE OFFER

Be the one that informs the manufacturer first

Build your story and share it

Face-to-face or video conferencing



PREPARATION CREATES CONFIDENCE.

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MOVE 2

PROVE YOU
CAN CLOSE

ACQUISITION READY BEATS OPPORTUNITY READY

Proof of Funds isn't simply a banking document.
It tells the seller: “I am capable of closing.”

Success Checklist

- ✓ Capital
- ✓ Floorplan
- ✓ OEM
- ✓ CPA
- ✓ Attorney
- ✓ Lender

SET YOURSELF UP FOR SUCCESS BEFORE OPPORTUNITY ARRIVES.

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MOVE 3

BUILD
REAL RELATIONSHIPS

EVERY DEAL IS UNIQUE

You must be transparent

Have a compelling offer

Keep it simple

It’s all about communication



TRUST MOVES DEALS FORWARD.

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MOVE 4

COME PREPARED
THEN MOVE FAST

HOW TO AVOID YOUR DEAL FROM FALLING APART

- Have your finance in place
- Know the OEM
- Clear communication
- Be prepared
- Don’t sweat the small stuff
- Leave your ego at home
- Use automotive advisors



PRICE IS ONLY ONE PIECE OF THE PUZZLE.

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MOVE 5

PROTECT THEIR
LEGACY

WHAT SELLERS TELL US

“I DON’T WANT MY EMPLOYEES FORGOTTEN.”

“I DON’T WANT MY LEGACY FORGOTTEN.”

“I DON’T WANT MY CUSTOMERS DISAPPOINTED.”

“I WANT CERTAINTY.”

BOTTOM LINE IS - WHO CAN I TRUST?

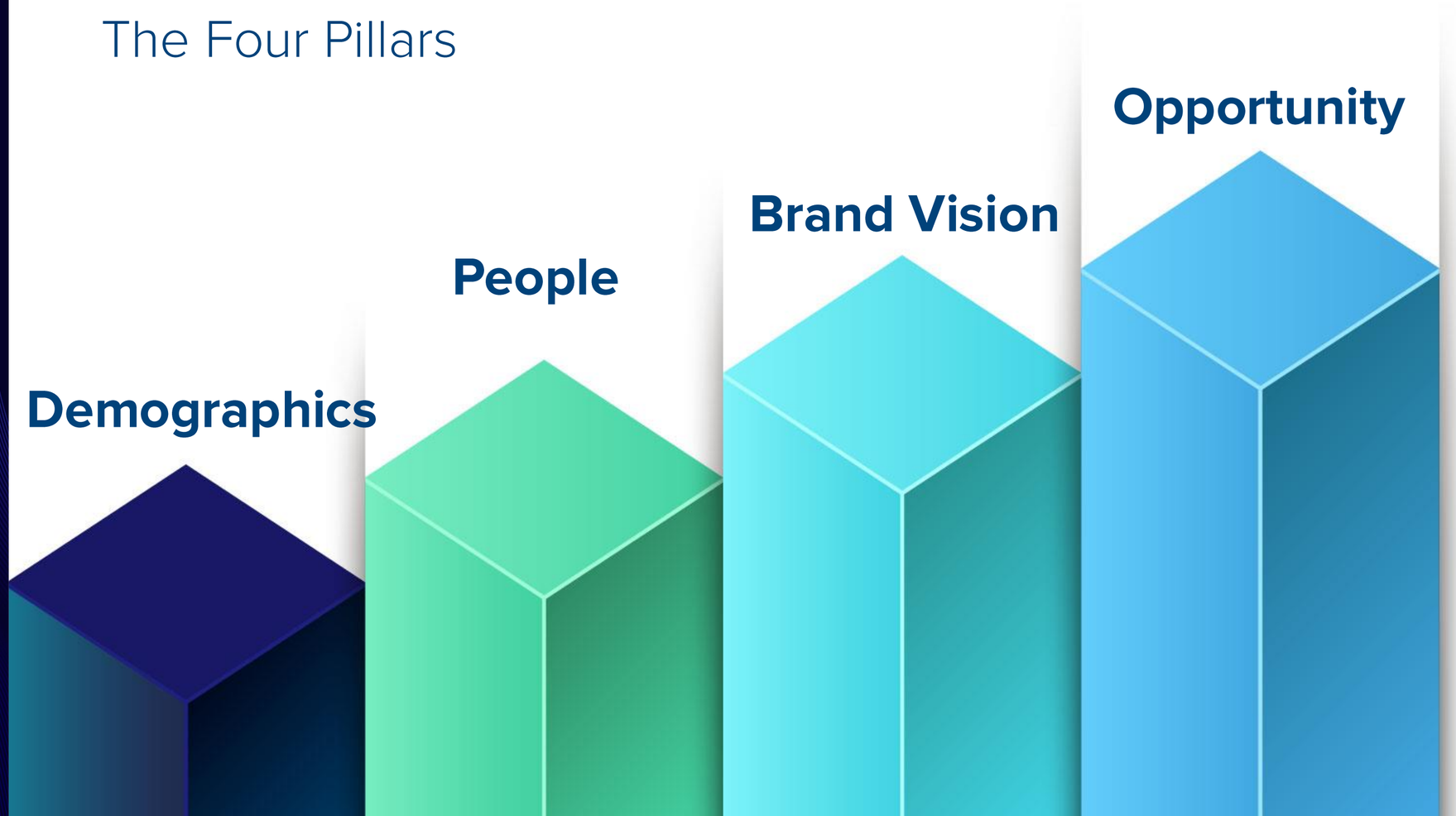
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MOVE 6

TAKE CARE OF
THE BUSINESS

UNDERSTANDING THE BUSINESS BEYOND THE NUMBERS

The Four Pillars



MOVE 7

THE FUNNEL
OF SUCCESS

THE FIRST-TIME BUYER PLAYBOOK



- Meet the OEM
- Capital
- Know your numbers
- Leadership
- Operations
- Mentors
- Fixed operations
- Acquisition profile

PREPARATION CREATES OPPORTUNITY.

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MOVE 8



PASSING ON
VALUABLE LESSONS

LEAN ON DSMA'S YEARS OF EXPERIENCE

570+
DEALERSHIPS SOLD

We've worked with:

First-time buyers

Minority dealers

Family offices

Public groups

Private groups

International buyers

**EVERY TRANSACTION TEACHES US SOMETHING.
PATTERNS BECOME STRATEGY.**

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MOVE 9



GET CREATIVE AND FLEXIBLE

HOW TO INCREASE YOUR CHANCES OF SUCCESS

Consider a share purchase

Consider leasing

Assets can be worth more than book

Provide some benefits/incentives

Build a face-to face relationship

Don’t sweat the small stuff

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MOVE 10



DON’T SWEAT THE SMALL STUFF

HOW TO INCREASE YOUR CHANCES OF SUCCESS

Lot maintenance

Keep the current DMS contract

Don’t blow a deal over aged parts

Be fair and flexible on used cars

Stay on your team, keep it moving

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CLOSING CHALLENGE

The next generation of dealership ownership won't be defined by the biggest balance sheet.

It will be defined by the people who prepare the best, build the strongest relationships, and have the courage to pursue opportunities others never see.

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CLOSING CHALLENGE

Our challenge to every one of you is simple...

Don't wait until the perfect dealership comes along.
Become the buyer every seller hopes to meet.

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