



ELITE DEALER

THE GWC ELITE DEALER PROGRAM: BENEFITS TO HELP YOU BE MORE SUCCESSFUL

The Elite Dealer Program Is Growing - And So Are Elite Dealers

Did you know it pays to be Elite? Literally, it does!

Hundreds of GWC Warranty dealers around the country have built businesses strong enough to join the ranks of the Elite as members of the GWC Elite Dealer Program! With benefits specifically designed to help dealers be more successful, it's no wonder that the program is growing along with its member dealers.

Take Certified Auto Brokers in Grand Island, NY for example. They've not only used **Special Certified Pricing as low as \$99** to help double their monthly volume, but they're also enjoying seeing checks land on their desk for **Dividends From Unused Claims Reserves**.



"We're to the point that we've been with the Elite program long enough that each quarter we're getting a pretty substantial return check," owner Travis Smith says.

PCT in Englewood, Florida also enjoys the special Certified pricing, which has helped them sell 5-8 more cars per month - a volume that has them set to open a new \$2 million facility in the near future. "Overall for the price you get quite a bit," owner Mark Hufford says.

Ron's Automotive in Western Maryland used the special Certified pricing to elevate their monthly volume from 45 to 66 cars a month. It led them to begin exploring other Elite benefits like **GWC Virtual Training** - an online, interactive training platform with content for every employee in a dealership.

"When we use the Virtual Training tool, we have success and when we get away from it as a team, we can see that we don't have as much success," F&I Manager Dave Talley says. "If you keep on people to do what they need to do (with Virtual Training), then it really does help."

Ron's Automotive was also the winner of the Q2 2015 **Elite Escape Vacation Giveaway**. After winning an all-expenses-paid trip to Puerto Rico, the management team at Ron's set up a contest for their sales team to reward their own winner with the trip of a lifetime.

"The Elite Dealer Program will push you to sell more warranties because you'll see the benefit of the dividends as you sell more contracts and upsell more," Smith says. "It's an absolutely great program overall."

The Elite Dealer Program Helped These Dealers:

- Increase unit sales
- Increase VSC sales
- Be more profitable with dividends from unused claims reserves
- Generate enough revenue to build a new facility
- Increase upsell opportunities
- Use free Virtual Training to improve performance
- Win the vacation of a lifetime to Puerto Rico

GWCWarranty.com/Elite