



**We must be more
transparent**

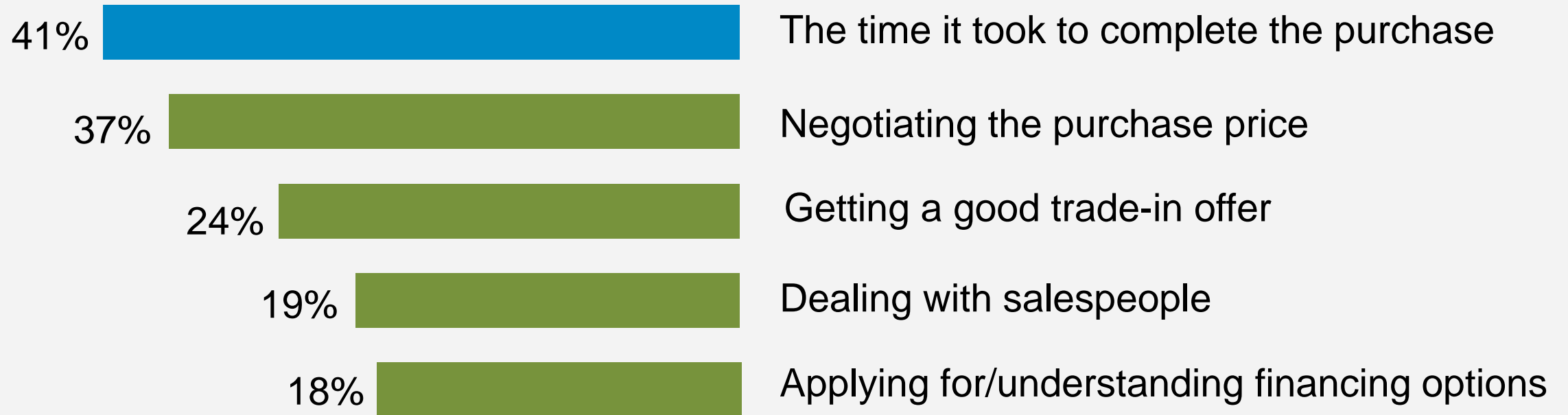
By 2025 the shift from margin to volume will be complete, changes in online technology and in market preferences will ensure the transition away from negotiated prices ...

Glenn Mercer
NADA Dealership of Tomorrow 2025



**We have to speed up
transaction times**

TOP CAR BUYER FRUSTRATIONS





**We need to attract better
talent to the industry**

WHAT DO CANDIDATES VALUE?

What they say:

Career growth potential

Pay stability

Flexible hours

What we offer

No visibility into career progression

Heavy commission jobs

Long hours, nights and weekends

REVENUE PER EMPLOYEE





**Faster, Easier, Simpler is
Going to Win**