

# NAMAD

NATIONAL ASSOCIATION OF MINORITY AUTOMOBILE DEALERS

## TREADS

### PRESIDENT'S MESSAGE

March 8, 2011

NAMAD Members, Supporters, and Friends,

July and NAMAD's annual membership meeting are just around the corner!

All of us at NAMAD are excited about our annual membership meeting at The Hotel at Mandalay Bay, in Las Vegas, NV July 21- July 23rd. We are busy with details of what promises to be one of the most memorable meetings in our history at a critical time for our industry. In addition to a plethora of educational, informational and strategic opportunities, The NAMAD annual membership meeting is the only conference that provides minority dealers and manufacturers an opportunity to network with each other.

The conference opens on July 21st with our general session followed by the Chairman's Reception sponsored by Nissan North America. On July 22nd participants will be able take advantage of a series of workshops geared towards providing dealers with industry wide best practices. To keep with tradition, NAMAD will have its annual speakers luncheon Sponsored by American Honda, followed by our annual Gala Dinner. On July 23rd, participants can take advantage of our annual one on one meetings, an opportunity to network directly with manufacturers for future opportunities.

We are looking forward to a record participation at our Annual Membership Meeting at The Hotel at Mandalay Bay, in Las Vegas, NV July 21- July 23rd. Please make your plan early to take full advantage of what promises to be a memorable event. You can guarantee attendance by submitting the conference registration application in this month's newsletter NAMAD offices.

Sincerely,  
Damon Lester,  
President

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## THE QUEST TO KILL DISTRACTED DRIVING

Could a federal law divert us from the point?

BY MELANIE W. BATENCHUK

Talking, texting, emailing, drinking, and eating are all distracting behaviors when behind the wheel. The National Highway Safety Transportation Administration (NHTSA) and the Department of Transportation (DOT) have teamed up on an aggressive campaign to tackle distracted driving for the sake of saving lives. There is no dispute that these initiatives to educate drivers and encourage them to focus on the road are important. But some in the automotive community wonder what these agencies' efforts – and potential federal legislation – could mean for manufacturers and dealers down the road.

Transportation Secretary Ray LaHood is leading the mission to remove distractions from the driving experience, appearing in numerous interviews and even collaborating with Oprah on her "No Phone Zone Day" pledge last April. In a recent interview, LaHood said he disagrees with the new technologies and entertainment offerings in current vehicles. In fact, the Secretary said he would prefer to require drivers to buckle up and lock their cell phones in the car's glove compartment while driving.



Campaigns to educate drivers on behind-the-wheel dangers have historically targeted what auto manufacturers could do to make

the driving experience safer, but NHTSA and LaHood's initiative focuses mainly on drivers. Educational programming and advertisements certainly influence people, but law enforcement has proven to be the most effective way to change habits, much like the "Click it or Ticket" program. The National Safety Council president, Janet Froetscher says that we need to change the behavior of American drivers:

Unfortunately, we have learned from history that education, by itself, will not change behavior in traffic safety. People who drive impaired – whether by alcohol or cell phone use – may be educated about the risks of their behavior, but they will do it anyway. Strong laws, visibly enforced, are necessary to change behavior and make our roads safer.

A new poll from the Pew Internet and American Life Project reports that approximately one in four American adults and driving age teens admit to texting while driving. According to the Insurance Institute for Highway Safety, drivers who use hand-held devices are four times as likely to crash and injure themselves. Despite these statistics, Americans are still choosing to use their hand-held devices, GPS systems, and in-car entertainment when in the driver's seat.

The NHTSA categorizes distracted driving activities as visual, manual, or cognitive – either taking your eyes off the road, your hands off the wheel, or your mind off what you're doing. The campaign has already educated thousands of drivers. President Obama's Executive Order at the start of 2010 also set a standard for enforcing anti-texting and talking laws, encouraging states to begin legislating their own rules and regulations. Now, 30 states have enacted anti-texting and hands-free cell phone legislation.

Due to the previous success of the campaigns surrounding safety belt laws, Congress, NHTSA, and the DOT want to use legislation to curb people's bad driving habits. But where will they draw the line between civic duty and personal responsibility?

Members of Congress have already proposed federal legislation addressing distracted driving. Senators Amy Klobuchar (MN) and Charles Schumer (NY) have brought forth bills, and Rep. Eliot Engel (NY-17) introduced legislation in the House in November of 2009. However, the legislation that has gained the most traction is that of

Senator John D. ("Jay") Rockefeller, IV (WV). He introduced the Distracted Driving Prevention Act of 2010 (S. 1938) in October of 2009.

Rockefeller's bill would order the Department of Transportation to reward states that enact laws prohibiting texting and handheld cell phone use while driving. His legislation also calls for allocating 50 percent of funds to education and advertising on the subject, while the other half would go to traffic safety improvement projects. The measure was successfully passed out of the Committee on Commerce, Science, and Transportation in November of last year; but today, the bill remains stalled in the Senate. Partially responsible for the delay are activists and state governments that are pushing back on Congress' attempt to federally regulate mobile device usage in cars because they believe that distracted driving laws should be left up to them.

Those who oppose a federal mandate within the automotive community do so because it could lead to manufacturers having to ditch research and development projects that advance the technology in their vehicles, typically aimed at better connecting drivers to their lives outside of the car.

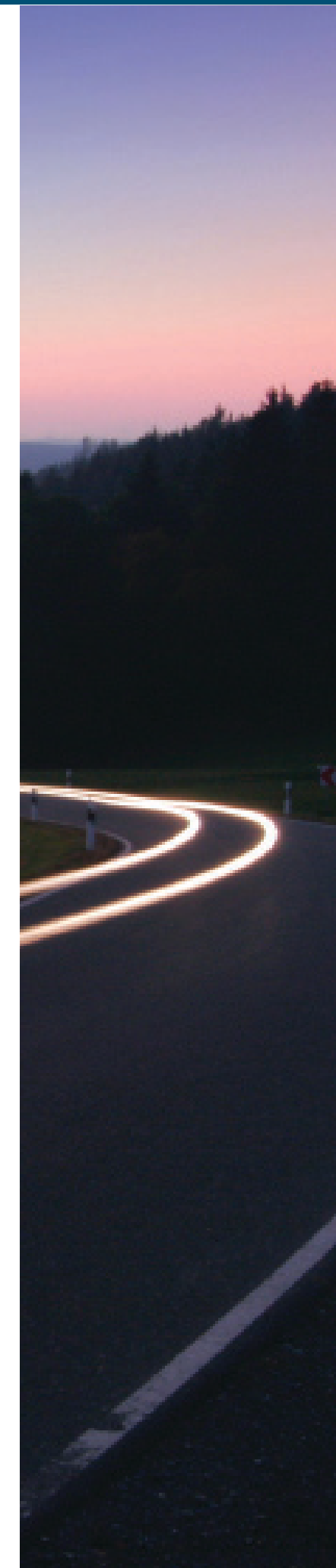
The automotive industry historically prefers for decisions that require changes to their products be market-driven. If a federal law requires manufacturers to remove or disable in-car systems and technologies, then they could feel threatened. Car makers are not likely inclined to revert back to using decades-old technology in their dashboards. Another group who likes to let consumers make most of the decisions is auto dealers. As evidenced by the enormous transition within the industry, car dealers cannot sell people vehicles they do not want to buy. Today, people are choosing cars with the latest and greatest gadgets.

Should a federal law pass, then the question remains what that means for auto manufacturers and dealers alike. Plus, a federal law dictating when, where, and how citizens may use their personal mobile devices may blur the lines between protecting the people and personal privacy.

By cracking down on everyone, we could be missing the point altogether – to save lives and avoid so many tragedies caused by distracted driving. The desire for people to stay connected to their jobs and their networks is only going to grow. (Just look at how mainstream social networking technologies have become in the past few years – even for Secretary LaHood and most Members of Congress.)

Rather than implementing a nationwide law on certain mobile device usage for civilians – especially when states are already taking proactive legislative measures – perhaps a better solution would be to provide consumers the option to stay connected more safely and hands-free. Ford Motor Company is already making strides with these types of innovations. The car maker recently announced that its 2011 models will come with its MyFord Touch system that can read Facebook status updates and text messages to drivers upon voice command.

Regardless of the outcome of a federal bill, the NHTSA, DOT, states, and auto makers should continue to work toward a common goal of reducing lost lives resulting from distracted driving. Without infringing on civilians' rights, the federal government should encourage auto makers to continue developing technologies that enable consumers to multitask safely while keeping their eyes forward and both hands on the wheel.



## ASK JOE

### IF YOU CAN'T CONTROL THE PROCESS – GOOD LUCK MAKING THE SALE

By Joe Verde

I get this question a lot from salespeople, “Why do you say we have to be in control if people already know what they want?”

Because 86% don't buy what they said they wanted and, too often, salespeople assume their prospects won't slow down and let them do their job just because they come on the lot and say, “We know we want a white X-40 SUV with 3rd row seating – do you have one and how much is it?”

Since selling is a process, if you're going to sell a lot of cars and make a lot of money, then you're going to have to learn how to control every step of the process, which includes slowing things down and learning how to direct the conversation.

Don't misunderstand me though, 'control' isn't a power struggle and you aren't trying to win an argument or push them to the sale. I just mean keeping the sale and the conversation on track and headed in the right direction.

This is one of those subjects that takes up a lot of discussion time in our classes, but here are a couple of quick tips:

1. Be prepared! 'Winging it' doesn't work well in sales. You don't have time to think about what to say or do next. Each response to a question or to an objection has to be a reflex response you develop through a ton of practice.

2. Give them what they want! Saying 'no', or stalling a customer is bad luck for the sale.

Example: They ask you about trade value or best pricing up-front. Don't say, “We have to find the exact car first.” And don't head inside to do a write up. Instead say, “Not a problem, I'll get that for you right away, my manager should be through in just a few minutes, so let's go ahead and take the one you like best for a quick spin and by the time we get back, he should be ready for us – who wants to drive first Betty, you or Bob?”

- Did you agree to do what they asked?  
Absolutely.
- Did you explain why you couldn't do it immediately?  
Yes.
- Did you offer a logical plan of action until you could get price or trade information for them?  
Yes.
- Are they upset?  
No.
- Did you regain control?  
Yes.
- Are they now focused on pricing or the car?  
The car.

The person asking the questions controls the conversation. If it's them asking questions, they're in control. If it's you, you're in control. Learn the process to bypass price and other pricing questions and learn how to steer the conversation to another topic by asking the right questions.

#### DON'T LOSE CONTROL WITH INTERRUPTIONS!

You're trying to explain to a customer why they should spend \$37,000 for a vehicle and in the middle of your presentation you say, “Excuse me for a second, I have a phone call.”

If you take that call, what happens to the like, interest and desire you were building? Did it just increase or decrease? When their interest and desire drops, is that good luck or bad luck? Exactly – when you are distracted, you lose sales.

What happens when you're trying to work 3 customers at the same time? Same thing – instead of splitting a deal with someone else, you'll take forced shortcuts and usually lose 2 sales while you're trying to make all 3. I'm amazed at how

many salespeople don't catch on to the fact that half of something is better than all of nothing.

On my best Saturday morning in sales, I had my name on the board 7 times and made two grand before noon. Yes, I split all but one of them, and six other salespeople got the benefit of me having 7 people on the lot all at the same time. Sure, I could have tried to handle them all at once or had them come back and maybe I would have ended up selling half of them, but that could have been sales suicide. Unfortunately, some salespeople commit sales suicide day after day and never catch on. No distractions when you're with a customer.

#### TO KEEP THE SALE ON TRACK – PAY ATTENTION!

In class we talk about communication skills because they're obviously critical in sales. So how do people communicate?

If you said we talk, you'd be correct. However, our words make up only 7% of our communication.

If you added how we talk, you'd be even more correct. Tone and inflection make up 38% of effective communication.

If you also added body language, you'd be right, because 55% of our communication is through our body language.

We communicate with our words, our tone and inflection and with our body language. It's what you see and how people say the words that determine the real meaning of their communication. If you're going to do much selling, you're going to have to learn to communicate more effectively yourself, and learn how to hear and see what your customers really mean, regardless of what they're saying.

To sell more, you need to focus 100% of your attention on your customers. You have to know exactly where you are in the sale, and through their words, tone, inflection and body language, you have to determine when to move forward, when to slow down, and when to close the sale.

To communicate more effectively with them, practice and improve your words, how you say them, and watch your body language as you're talking to your customer.

Remember, you aren't just watching and listening to them to know when to close. They're also watching and listening to you to decide if they like you, trust you and feel.

Help your salespeople sell more cars with Joe Verde's new book, “Earn Over \$100,000 Selling Cars – Every Year.” Go to [www.joeverde.com](http://www.joeverde.com) to get a free PDF or order a free soft cover book.

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Joe Verde holds workshops across North America and pioneered Virtual Training with JVTN®. Mr. Verde is the author of “A Dealer's Guide To Recovery & Growth”, “Earn Over \$100,000 Selling Cars – Every Year”, “How To Sell A Car And Close The Sale Today” and publishes two monthly newsletters; “For All Managers In Sales” and “Selling Cars Today”.

Joe Verde Sales & Management Training, Inc., founded in 1985 with corporate offices in Southern California and Dallas, Texas, is consistently rated the number one automotive sales and management training company in North America with its focus on leadership, management and sales training for dealerships, dealer groups and manufacturers. [www.joeverde.com](http://www.joeverde.com)  
[www.jvtn.com](http://www.jvtn.com)

## MARKET SHIFT TO FLEXIBLE (GASOLINE/ETHANOL) VEHICLES

Written by: Marc Bland, RL POLK

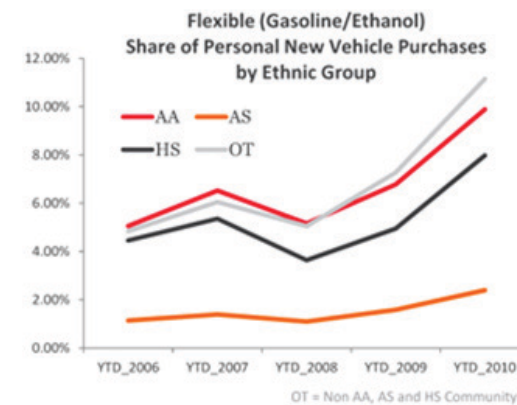
NFlexible (gasoline/ethanol) vehicles, commonly referred to as "E85" or "Flex Fuel", represent one of every 10 personal new vehicle purchases year to date through November 2010. This represents a market share increase of nearly 6 percentage points since 2006. As a consumer who lived through the gas price crisis, I expected the new wave of fuel efficient vehicles to push Americans into small car like transportation. On the other hand, as a member of the Polk analytic community, I was keenly aware of the love affair between the American consumer and their trucks. As in any relationship, when you're committed to something, you're willing to accept change. The data shows Americans did just that by remaining loyal to their favorite pickups while opting to fill-up with E85 instead of traditional regular or unleaded gas. Nevertheless, the data shows different adoption rates based on ethnicity, with African Americans aligning with the industry with approximately 10% of their new vehicle purchases powered by flexible (gasoline / ethanol). Hispanics are next with 8% of their vehicle purchases coming from this category and Asians appear to be least accepting of ethanol with a 2% share. Nevertheless, Americans of all race, culture, community and gender agree on four things when it comes to ethanol powered vehicles:

- Chevrolet Silverado is the consensus 1st choice based on volume
- Ford F150 is the consensus number 2 choice.
- The top car choices are the Chevy Impala and Ford Fusion respectively.

Overall, it appears the Manufacturers and their respective agencies have done a good job of sharing the benefits of the E85 Flex units to the entire market. Why the Asian community has not adopted these vehicles at the double digit

rate of the industry or African American community is to be determined. Maybe a different type of alternate fuel vehicle appeals more to this community? I don't have the answers today but my next blog will be on the Hybrid (gas / electric) units, which could provide insight.

The above are my thoughts on the Flexible (gasoline / ethanol) market. I welcome your feedback on this topic.



### Flexible (Gasoline / Ethanol) Top 25 Ranking By Ethnicity based on Volume

Industry Top 25	Make / Model	African American Top 25	Asian Top 25	Hispanic Top 25
1	Chevrolet Silverado	1	1	1
2	Ford F-Series	2	2	2
3	GMC Sierra	3	4	3
4	Ford Escape	5	3	5
5	Chevrolet Impala	4	7	9
6	Chevrolet Tahoe	6	6	4
7	Ford Fusion	9	11	16
8	Ford Expedition	10	14	6
9	Toyota Tundra	13	5	7
10	Chevrolet HHR	7	18	12
11	Chevrolet Suburban	15	10	11
12	Jeep Grand Cherokee	16	12	15
13	Chevrolet Avalanche	11	17	13
14	Buick Lucerne	14	26*	26*
15	Dodge Caravan	17	8	14
16	Mercury Mariner	19	24	21
17	Nissan Titan	8	20	10
18	GMC Yukon Denali	22	23	19
19	Cadillac Escalade	20	9	18
20	Nissan Armada	12	16	8
21	GMC Yukon	18	27*	17
22	GMC Yukon Denali XL	25	22	22
23	Mercury Grand Marquis	21	32*	29*
24	Mercury Milan	23	31*	28*
25	Cadillac Escalade ESV	27*	15	20
	GMC Yukon XL	24	30*	23
	Chevrolet Express	29*	13	27*
	Toyota Sequoia	32*	19	30*
	Ford Crown Victoria	35*	21	34*
	Lincoln Navigator	26*	25	24
	Chrysler Town & Country	28*	28*	25

KEY  
Consensus Rating  
\*Not in Top 25



## MAXIMUM ACCELERATION

By: Alan Hughes

### PARAMOUNT NISSAN SHIFTS INTO EXPANSION MODE

Source- Blackenterprise Magazine – Feb 2011

LOCATED JUST 30 MILES FROM THE GULF OF Mexico, Lake Charles, Louisiana, has a population of less than 72,000. And that small town setting suits New Orleans native John F. Stelly just fine, despite being in the business of selling as many cars as possible.

Stelly, CEO of Paramount Nissan (No. 26 on the BE AUTO DEALERS list with \$45.2 million in sales), was doing something a bit unexpected while the auto industry was busy righting itself—expanding. Amid the industry turmoil, Stelly's business acquired 171 Nissan and 171 Ford, a pair of dealerships in DeRidder, Louisiana, that lie roughly 50 miles north of Paramount's home in Lake Charles. The company also acquired 15 acres of land in Silsbee, Texas, and built a state-of-the-art 14,000-square-foot Nissan dealership at a cost of \$4 million. The automotive industry travails over the past few years are well documented; sales in 2009 were the lowest since 1982. While it may seem ill-advised to spend millions to expand sales capa-

bilities during the industry's worst slump, Stelly's philosophy is being the biggest fish in a smaller pond. The three locations create a 197-square-mile triangle that guarantees Paramount Nissan excellent market penetration, which he predicts will more than double sales for 2011.

### U-TURN TO PROFITABILITY

171 Nissan and 171 Ford had been a family-owned operation for 45 years. But it was being operated by the second generation, which Stelly says may have lacked the passion for the business necessary to withstand the challenging environment. "In this particular climate, especially last year and end of '08, if you don't love it and if you're not prudent, you're going to fall by the wayside," says the 44-year-old Stelly. "This is not the type of business where it's a leisure thing or it's like a second job or second nature. This has got to be a love, and this has got to be your focus."

As the dealership is only an hour's drive from Stelly's Lake Charles showroom, common sense might dictate that he'd be cannibalizing his current customer base with the acquisition. However, he would also be acquiring his closest competitor.

"It works out great. I'm my own competition, which means I cover—from a Nissan perspective—more than 70 or 80 miles of territory by buying this dealership, north and south," he says. "I'm the only Nissan dealer from Lake Charles to Shreveport, which covers 150 miles, roughly."

The struggling 171 dealership owners contacted Stelly after a sale to another party for \$2 million fell through. He looked over the books and saw the locations, which generated roughly \$10 million annually, were hemorrhaging money to the tune of \$100,000 per month. Stelly offered a sizable dollar amount for the business (minus the dealership's inventory) on June 28 and the deal closed August 12. The deal also doesn't include the property the dealership sits on, which is rented. In the ensuing weeks, Stelly's team executed a turnaround plan:

Reduced the workforce from 40 to 19 ; Doubled the number of new vehicles in inventory to 120 to ensure a wide selection ; Maintained roughly

50 pre-owned vehicles to capture the used car market ; Focused the inventory on Nissan's best-selling vehicles in the area: the Altima and Sentra ; Increased advertising by 50%, focusing primarily on local television and print but also including e-mail blasts alerting past customers to new incentives All told, by year-end 2010, Stelly's new location had recouped nearly the full cost of the investment and was operating profitably.

### OVER THE BORDER

Another opportunity for Stelly's expansion plan came via Nissan directly. The automaker wanted a presence in a demographic market that includes Silsbee, Texas, a city near the Louisiana border, and offered Stelly the opportunity to start a new franchise there. But there were conditions: The facility had to be built to Nissan's specifications. So despite essentially being gifted the franchising rights, Stelly would still face challenges constructing the 14,000-square-foot facility with 15 service bays.

Paramount Nissan acquired the 15 acres of land for \$800,000, but that was the easy part. Nissan's brand imaging requirements mandate that all dealerships look virtually identical. "They want you to have the right tiles, right furniture, right signage, acreage, facility size, even the number of parking spots and Service bays," recalls Stelly. "We had four or five meetings with our architects and Nissan's brand imaging people and Nissan's architecture firm. It took more than nine months for approval." Those architectural fees put Paramount Nissan in the hole for some \$170,000 before ground was even broken.

Once construction started, there was continual oversight. "At each phase of construction, Nissan sent a representative to inspect the cosmetics of the building and at any point they could say, 'This has to be redone.'" Fortunately there were only minor changes to be made, but costs still mounted, explains Stelly, who admits the new venture wouldn't have been possible had the other locations not been operating profitably. He worked with Nissan Motor Acceptance Corp. to help with the financing for construction, which totaled more than \$4 million. "Banks only do 80% commercial loans, so I had to come up with roughly \$1 million in cash."

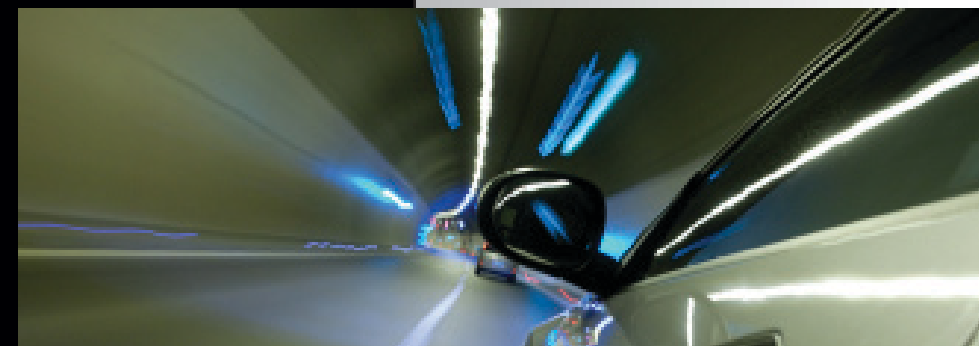
### MINORITY REPORT

Stelly's success is rare in an environment where the number of minority-owned dealerships continues to dwindle. "Over the past two or three years we've lost well over 30% to 35% of the minority dealing body," says Damon Lester, president of the National Association of Minority Automobile Dealers (NAMAD). And while there is stabilization that signals the worst is likely over, it's taken a catastrophic toll. "The African American dealer count has had a significant amount of attrition. There are less than 300 black [auto] dealers in the country."

While the rising sales volume of vehicles shows a positive outlook that consumer confidence is coming back, auto sales will likely show only modest gains as long as high unemployment and housing issues remain. "For us to retain the number of dealers that we have, as well as increase the minority network, we need access to capital," says Lester. "We're still seeing challenges from the banks to lend to automobile dealers, particularly those who don't have the equity in their stores and in the real estate that they once had."

For the relatively few who can gain access to capital, such as Stelly, opportunities remain. "The price to acquire dealerships is at an all-time low, so there's a lot of opportunity for growth. In order for us to grow we have to be creative in how we do business; that means we have to be creative in partnering and using private equity as an additional source to obtain access to capital," says Lester. "This is a very good time to buy stores. Stelly is an example of dealers who have cash, or access to it, who are capitalizing on the market conditions."

Stelly stands to benefit from having profitable operations that could fuel acquisitions to help penetrate new markets and grow his business. "[In] the current economic climate, it's tough for dealers who either lack capital or access to capital. And Mr. Stelly's first dealership in Lake Charles has been so successful for him it's allowed him to acquire additional properties and additional businesses," says Mark Alan Rainey, senior manager, Dealer Network Strategy for Nissan North America. "I would say that as far as his acquisitions this year, he's fared better than any of our other minority dealers."





## NAMAD ANNUAL MEMBERSHIP MEETING

Welcome to beautiful, downtown Chicago, home of the 30th Anniversary Annual Membership Meeting of the National Association of Minority Automobile Dealers (NAMAD). I thank you for making an investment in the present and future of all ethnic minorities in the automotive industry. The success and progress that we have come here to celebrate emerged from a tough and difficult situation. Just 30 years ago the economy was in the throes of inflation; today we are faced with one of the worse economic downturns in this country's history. Ethnic minority automobile dealers, many of them first-generation owners, were and are being unceremoniously culled from the ranks of new car dealers. NAMAD arose to preserve and ensure that a vibrant, thriving body of qualified ethnic minorities was part of the economic matrix of the automotive industry. This was, indeed a tough beginning to, what was at the time, a very uncertain future.

But the founders of NAMAD didn't look back. Through difficult economic times and months of uncertainty, those leaders found a way to plan and build a new and better organization. This organization is now one that has had leadership from African American, Latinos, and Asian/Pacific

Islanders. It is an organization that fights every day for parity in the automotive industry. It is an organization that works to provide an environment in the industry for survival, growth and expansion of qualified ethnic minorities.

NAMAD's commitment to its mission and goals of excellence is based on these 30 years of progress, this progress was generated by hundreds if not thousands of dedicated members, supporters and friends who were determined to move forward. You, who own dealerships, you dealer candidates, and you spouses, know better than anyone how important dealers are not only to the economic fabric of America, but also to our community at large.

Again, I thank you for your commitment for and taking your time to support NAMAD's 30th Annual Membership Meeting! We have worked hard to make this conference one of the best for you and your family. We hope you will learn and enjoy your time in Chicago.

## SBA RELEASES REGULATIONS FOR 504 REFINANCE PRODUCT (LIMITED TO OWNER OCCUPIED REAL ESTATE, EQUIPMENT)

At long last...After months of debate and discussion, the SBA has released the program requirements allowing for refinance of existing debt utilizing the 504 loan program (where the first trust is from a bank such as Capital Bank and the second trust is a fixed rate, 20 year, fully amortizing loan). As enacted as part of the Small Business Jobs bill on September 27, 2010 this program will expire on September 27, 2012.

Below is a brief summary of the regulations released 2/16/11. SBA to begin processing applications 2/28/11.

*Note: Funding is limited to \$7.5 Billion per fiscal year (which began 10/1/2010) - Act now while funding is available!*

### ELIGIBILITY CRITERIA

- Loan must mature on or before December 31, 2012
- Loan payments current for previous 12 months
- Loan must be at least 2 years old
- 85% of proceeds being refinanced must be 504 eligible
- Cannot refinance 7a or 504 loans
- Up to 90% loan to value (up to 125% with additional collateral)
- Third party loan must be 50% of fair market value and first position
- 504 loan cannot exceed 40% of fair market value and must be second position
- Appraisal must be less than 6 months old
- Debenture must fund within 6 months of SBA approval

### Sample Projects

#### UNDER COLLATERALIZED WITH ADDITIONAL FIXED ASSETS

Property Value:	\$600,000
Add'l Fixed Assets:	\$300,000
Total Collateral Avail:	\$900,000
Debt to be Refinanced:	\$800,000
Capital Bank Loan:	\$450,000 (50% of appraisal of all eligible fixed assets)
504 Loan:	\$350,000 (38.9% - pays off remaining balance)
Borrower Equity:	\$100,000

#### REFINANCING/LEVERAGING PROPERTY

Property Value:	\$540,000
Existing Debt:	\$500,000 (92.5% LTV)
Capital Bank Loan:	\$270,000 (50% of appraised value)
504 Loan:	\$216,000 (40% of appraised value)
Borrower - Addtl Cash:	\$14,000
Borrower Equity:	\$40,000



**DEALER ONE ON ONE MEETINGS:**

Dealers and Dealer Candidates who are **NAMAD members** may choose to meet one on one with manufacturers to discuss opportunities. Please list the manufacturers you would like to meet with in order of interest. A maximum of three (3) meetings will be arranged.\* **The Minority Dealer Talent Registry must be completed by June 1, 2011 in order for your Dealer One on One meetings to be scheduled.** If you have questions, please call Pam Walk, NAMAD Member Relations, at 301-306-1614.

MEMBER NAME: \_\_\_\_\_

**Please Choose Up To Four (4) Manufacturers**  
**Note: Only 3 meetings are guaranteed**

- \_\_\_ American Honda Motor Company
- \_\_\_ Audi of America, Inc
- \_\_\_ Chrysler Corporation
- \_\_\_ Ford Motor Company
- \_\_\_ General Motors Corporation
- \_\_\_ Hyundai Motor America
- \_\_\_ Kia Motor America
- \_\_\_ Mazda North American Operations
- \_\_\_ Mitsubishi Motors North America, Inc
- \_\_\_ Nissan North America, Inc
- \_\_\_ Subaru of America, Inc
- \_\_\_ Toyota Motor Sales, U.S.A. Inc
- \_\_\_ Volkswagen Group
- \_\_\_ Mercedes-Benz U.S.A LLC

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Dealership/Organization: \_\_\_\_\_

Telephone#: \_\_\_\_\_ Fax#: \_\_\_\_\_ Mobile#: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Circle One**

Dealer      Dealer Candidate      Manufacturer Representative      Vendor      Non Member

Please complete for spouse/guest (if attending the conference)

Spouse/Guest Name: \_\_\_\_\_ Spouse/Guest Name: \_\_\_\_\_

Please complete for each child (ages 3-17) attending the conference:

Name: \_\_\_\_\_ Age: \_\_\_\_\_ Name: \_\_\_\_\_ Age: \_\_\_\_\_

Registration Type	Early Bird Deadline April 15, 2011	Registration Fee After April 15, 2011	Cost	QTY	Total
Member	\$100.00	\$200.00			
Non Member		\$300.00			
Manufacturer Rep.		\$300.00			
Vendor		\$300.00			
Spouse (there will be no scheduled spousal events)	\$100.00	\$200.00			
Child(ren) 3-17 (there will be no scheduled children events)		\$100.00			
<b>GRAND TOTAL</b>					

**Payment Options (Please Circle One)**

Visa     
  MasterCard     
  American Express     
  Check (Make Payable to NAMAD)

Credit Card#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

As it appears on credit card



8201 Corporate Drive, Suite 550

Lanham, MD 20785

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