



**Cultivating Continuous  
Growth by Staying Two  
Steps Ahead**

## **Partner Profile**

### **Bob Moore Auto Group**

101 N Robinson Ave.  
Oklahoma City, OK 73102

### **Objectives:**

Capitalize on market growth

Ensure future profitability while  
maintaining compliance

### **Results:**

Increased unit sales by 35 percent

Increased their RPU from \$2,071 to  
\$2,189.

AFIP Certified entire F&I team

## 40 Year Partnership

For the past six years, Bob Moore Auto Group has consistently ranked among the nation's top auto groups for unit sales as listed in **Automotive News Top 150**. In addition, the auto group has also been recognized by **Automotive News in the top 10 privately-held dealer groups in the nation for revenue per unit (RPU)** for three years running. Bob Moore Auto Group largely credits EFG Companies as a foundational reason for the group's consistent and long-term success.



**BOB MOORE**<sup>®</sup>

**2014** - #1 dealer group for RPU

**2015** - #6 dealer group for RPU

**2016** - #2 dealer group for RPU

**1977 - Bob Moore founds EFG Companies. Together they have evolved to lead the industry.**

**In 1977, Bob Moore founded EFG Companies** to provide strategic consumer protection products for his dealership group. Over the years, the two companies leaned on each other's experience to evolve with industry changes and produce consistent results. From innovating new products to expanding service models, **EFG has striven to stay at the forefront of the industry in its support for Bob Moore Auto Group.**

In early 2014, with the automotive industry in a healthy rebound after the Great Recession, EFG and Bob Moore Auto Group discussed how to further **capitalize on the market growth** in preparation for the inevitable plateau and market reduction. While the industry had just topped **15 million new vehicle unit sales** for the first time since 2007, the companies kept their eyes on the future rather than simply riding the wave.



## Compliance Comes to the Forefront

In that timeframe, the Consumer Financial Protection Bureau (CFPB) issued its initial bulleting on Indirect Auto Lending and Compliance with the **Equal Credit Opportunity Act (ECOA)**, throwing a wrench into standard auto financing practices. In this bulletin, the CFPB announced their intention to **aggressively seek out lenders whose practices could be deemed discriminatory under Regulation B** from the ECOA. Their intention with the bulletin was to begin the process of **eliminating dealer pricing discretion** by regulating auto lenders and forcing them to implement a flat fee structure on their auto loans.



### ECOA Regulation B

Aggressively pursue lenders to eliminate dealer pricing discretion.

With this bulletin and subsequent lender investigations, dealers across the U.S. were concerned with the potential and growing impact to their finance reserves. Chief among Bob Moore Auto Group's concerns was **how to insulate themselves and reduce the CFPB's impact while the market was still on the upswing.**

Having successfully navigated significant regulation changes for more than 40 years in both the service contract space and the automotive space, **EFG took the initiative to increase Bob Moore Auto Group's focus on compliance**, making it a key aspect of their engagement model. This started with becoming the first product provider of size to certify its **entire field services team with the Association of Finance and Insurance Professionals (AFIP)** in April of 2014.



## AFIP Certification

By certifying its entire field services team at once, EFG made it possible for Bob Moore Auto Group to receive immediate benefits of the company's certification, by mentoring the auto group's staff through **AFIP certification, providing ongoing one-on-one coaching, and completing dealer finance audits.**

Founded in 1989, AFIP is the nonprofit, non-aligned sanctioning body for in-store sales and financial services personnel, and select lender and aftermarket vendor personnel in the United States. **AFIP certification curriculum focuses solely on the federal and state laws that govern in-dealership financial services.**

Once certified, EFG initiated the training process to AFIP certify Bob Moore Auto Group's 15 rooftops. **By November of 2014, Bob Moore Auto Group became the largest auto group in Oklahoma to be 100% AFIP certified.**

**"We believe there is no greater service than to provide certified, knowledgeable and ethical financial information to every customer that walks through our doors."**

**– Curtis Hayes,  
CFO, Bob Moore Auto Group**

"Bob Moore's cornerstone has always been customer service," said Curtis Hayes, Chief Financial Officer, Bob Moore Auto Group. "We believe there is no greater service than to provide certified, knowledgeable and ethical financial information to every customer that walks through our doors. **We are proud to be 100% certified and acknowledge the great effort it has taken our F&I team to reach the 100% goal.**"



## Preparing for the Future

“Our focus on creating a superior employee experience to create a superior customer experience includes giving recognition and training to our sales and F&I teams. EFG has been a great partner in helping us drive a great experience for both,” said Peg Inglis, Vice President of Sales and Customer Experience at Bob Moore Auto Group.

### EFG Monthly To Do List

- ✓ Training follow-up
- ✓ One-on-One sessions
- ✓ Review sales and F&I presentations
- ✓ Assess dealership progress
- ✓ Conduct compliance audits

In addition to increasing the auto group’s focus on compliance, EFG took the time to re-evaluate the Oklahoma market and where it was heading. Post-recession consumers had permanently changed their buying practices, keeping their vehicles longer and demanding more value from the companies with whom they chose to do business. Due to their analysis of the changing demographics and retail automotive landscape, **EFG**

**developed a strategic program to enhance Bob Moore Auto Group’s foundation** for future profitability. Along with ongoing compliance support, this included **extensive recruiting, training and a revamp of the auto group’s F&I product mix.**

To ensure the success of the new program, **EFG first focused on ensuring the right people were in the right positions** for the auto group’s success with the company’s proprietary and EEOC compliant, Professional DynaMetric Program (PDP) analysis. EFG then made specific recommendations on behavioral changes and training initiatives within the dealership.



Top Performer



## Addressing Consumer Mindset

Once individual goals were mapped out based on each individual's PDP profile, **EFG focused on implementing ongoing training within the auto group**, including ad-hoc one-on-one sessions, sitting in on sales and F&I presentations, and empowering Bob Moore's managers to conduct daily training on their own. In addition, **EFG stayed engaged within each dealership with monthly follow-up** to continue training, review dealership goals and progress, and conduct compliance audits and spot checks.

Lastly, EFG re-addressed the auto group's product mix to better address the changing consumer mindset. With post-recession consumers keeping their vehicles longer, preserving vehicle value has risen in their priorities. For this reason, **EFG incorporated the Signature Finish Tire and Wheel, Dent, and Windshield protection** into Bob Moore Auto Group's F&I menu as a single bundle. By selling all three products together, the auto group had the increased opportunity to differentiate their offering among more value-conscious consumers.



TIRE & WHEEL PROTECTION

DENT PROTECTION

WINDSHIELD PROTECTION

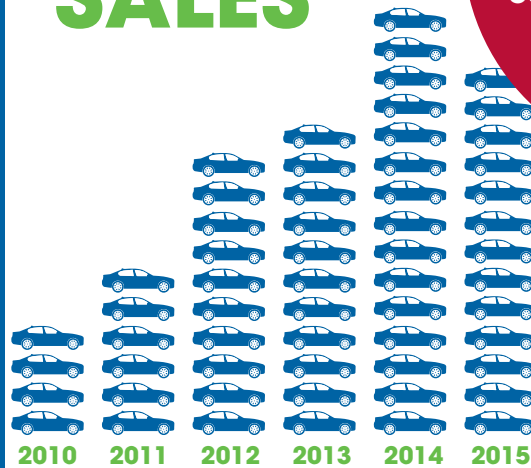


By selling all three products together, the auto group had the increased opportunity to differentiate their offering among more value-conscious consumers.

# Success

During this time of change, dealerships across Oklahoma started to see the market turn with falling oil prices and increased unemployment. **Unit sales fell across the state by approximately 30%.** Because of the changes being implemented at Bob Moore Auto Group, and the intense focus on compliance and customer service training by EFG, **the auto group only experienced a 3% drop in year-over-year unit sales in 2015.** In addition, the auto group experienced an uptick in unit sales in the first half of 2016, while the rest of the state experienced a 12% decline.

## UNIT SALES



### UNIT SALES ...

Fell across the state by approximately 30%

Only fell by 3% at Bob Moore

## RPU

2013  
\$2,071

2014  
\$2,078

2015  
\$2,189



**“Our focus on training quality professionals and our unrelenting quest to deliver an unparalleled customer experience** has buoyed both our brand and sales while others have experienced a much steeper decline in business,” Hayes said.

## Valuable Engagement

Bob Moore Auto Group has become a ranking member of the nation's top auto groups by always staying at least two steps ahead. Since 2010, the auto group has increased unit sales by 35 percent. Since 2013, they have increased their RPU from \$2,071 to \$2,189.

**"EFG's engagement model is not replicable by any other product provider, in my opinion."**

**– Curtis Hayes,  
CFO, Bob Moore Auto Group**

"We truly value our strategic partnership with EFG, which has enabled us to offer our customers valuable products that protect them from the costs of unexpected vehicle repairs, and helps preserve the value of their vehicle over time," said Hayes. **"EFG's objective, professional counsel has enabled us to evolve and strengthen our business processes** with innovative solutions and products, and their engagement model is not replicable by any other product provider, in my opinion."

"Our engagement with Bob Moore Auto Group has pushed EFG's innovation, and inspired us to **set very ambitious targets that have translated into providing even greater value to our clients** across the board," said John Stephens, Executive Vice President of EFG Dealer Services. "Many product providers go into dealerships with the number one goal of selling product, and secondary goal of serving as a strategic partner. Our philosophy and model is just the opposite. If we are providing valuable council and business insights that affect our clients' entire operation, then the product production level should take care of itself. **I can tell you from having served as a general manager and general sales manager for more than 15 years that EFG's model delivers an extremely unique value proposition to the client.**"





## Profit and Compliance Goals Aligned

Bob Moore Auto Group's consistently high RPU, ranking them in the top 10 privately held dealerships across the nation by Automotive News, is a testament to their strong F&I platform. It is equally important to note that **these results were achieved in a compliant manner**, which speaks to the respect and integrity Bob Moore Auto Group holds for its customers. Their focus on compliance proves to the industry that **it is possible to achieve both dealership growth and profit goals along with compliance goals."**



To learn more about EFG Companies,  
visit [efgcompanies.com](http://efgcompanies.com)