

EFG Companies Adds More Talent to Nationally Award-Winning Field Team

DALLAS, TX (June 16, 2021) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, today announced three new additions to its nationally award-winning field team. Jay Gordon, former Director of Enterprise Accounts at Cox Automotive, has joined the company as Regional Vice President, Dealer Services. Bryan Townsend and Shane Hildy join the Powersports Division serving clients as Account Executives. For more information, visit <https://bit.ly/2N2SfM0>.

"At EFG, we take pride in the caliber of our team members and expertise we provide our clients," said John Pappanastos, President and CEO, EFG Companies. "Our mission has always been to mobilize a talented team to engage intensely, reliably, transparently, and innovatively to drive profitable results for our clients. The addition of Jay, Bryan, and Shane to our team is an extension of our efforts to provide industry-leading support for our clients."



Jay Gordon brings 25 years of experience in business development and strategic account management to his role as Regional Vice President of Dealer Services. His focus is on expanding EFG's award-winning service by expanding the cultivation of the company's consultative team to serve as trusted advisors, maximizing client growth and F&I profitability. At Cox Automotive, Gordon delivered year-over-year growth as a President's Club member. Gordon began his career as a Field Manager for The Reynolds and Reynolds Company, where he eventually served as the Senior Director of Major Accounts. While there, Gordon was recognized as a member of the 300 Club/100% Club for more than a decade. He was also presented with the Field Manager of the Year Award in 2000. Gordon holds a B.S. degree in finance from Towson State University.

"The powersports industry has experienced record quarter-over-quarter sales and revenue metrics, but inventory and market share continue to be challenges for retail dealers," said Glenice Wilder, Vice President, Powersports Division, EFG Companies. "With the addition of Bryan and Shane to our team, we are ramping up the level of on-the-ground powersports expertise to turn market challenges into profitable opportunities for our clients."



EFG's Powersports clients will benefit from Bryan Townsend's unique combination of experience within powersports and automotive dealerships. After a successful career as a tenured Business and Communications Professor for Louisiana Tech University, Townsend made his passion for motorsports his career. Since 2014, Townsend has trained and managed powersports sales teams, tripling back-end income within one year by maintaining a PRU of up to \$2,000 in F&I, and generating a front-end gross average of up to \$4,000 per unit. Having led teams both large and small, Townsend is well equipped to enable clients of all sizes to achieve their profitability.

goals. He holds a PhD in applied statistical analysis/organizational communications from the University of Georgia.



Shane Hildy brings more than 15 years of experience in Powersports management to his position as an Account Executive at EFG, where he will apply his award-winning management techniques and in-depth ownership experience to drive greater profitability for EFG's clients. Most recently, Hildy served as the Sales and Finance Manager at Riva Motorsports Miami, FL. During his tenure, Riva Motorsports was recognized as a Top 5 Yamaha White Diamond Boat Dealer for three consecutive years, as well as a Top 5 Yamaha White Diamond PWC Dealer. They also were recognized as the #2 Yamaha ATV Dealer in the U.S. and were a two-time winner of Suzuki's Top 50 Dealer. Hildy also purchased and developed Rockstar Motorsports in Davie, Florida, where he increased

annual sales by 200 percent per year for the first two years and was recognized by Powersports Business Magazine in Power Profiles.

"A company's value is reflected in the talent of its leaders, and these individuals bring a tremendous skillset to our team," said Eric Fifiield, Chief Revenue Officer at EFG Companies. "While the economy is rebounding, the retail sales model at both automotive and powersports dealerships has changed significantly. As trusted advisors, we are committed to providing our clients with exceptional insight, experienced guidance, and proven business acumen to deliver profitable solutions to their business challenges."

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About EFG Companies

EFG Companies drives the industry's highest-reported compliant F&I profitability through its distinct engagement model in which the company operates as an extension of the dealer's management team. EFG addresses total dealership performance, and its client satisfaction Net Promoter score is higher than national corporate leaders such as Southwest Airlines, USAA Banking and Finance, and Nordstrom. Learn more about EFG at: www.efgcompanies.com.