



# DEALER CASE STUDY

**NOVAK MOTORS**  
Bedford, Texas  
Independent Dealer

## LOCATIONS

New York | New Jersey | Texas

Novak Motors is committed to providing exceptional pre-owned vehicles at attractive pricing. They pride themselves in selecting the best pre-owned vehicles from lease maturations and are positioned in the market as the trustworthy independent dealer.

**Challenge Accepted:** Centralize and streamline F&I, while also providing a market-differentiating solution to drive business and increase revenue.

**Results Achieved:**

**15%**  
Unit Sales  
Increase

**24%**  
VSC Penetration  
Increase

**21%**  
PRU  
Increase



## SUMMARY

Novak Motors made the switch from three different F&I product providers servicing each of their three geographic areas to one consistent, strategic provider with EFG Companies. They chose EFG to serve as an extension of their business -- providing their pre-owned customers with quality and value.

Along with EFG's nationally-recognized Drive Forever Worry Free Limited Lifetime Powertrain Protection, the auto group differentiated itself within the market utilizing EFG's proprietary recruiting method, guided-discovery training model, and ongoing in-dealership engagement to streamline the F&I process.

This resulted in a 15% increase in unit sales. VSC penetration rose by 24%, and gross profit per unit sold increased by 21%.

# SOLUTION

Differentiate Novak Motors and build on the the auto group's promise to provide superior service and inventory with a quality F&I experience.

## APPROACH

# 1

### The Product Menu

EFG not only built the product menu for Novak Motors, but also trained all of the auto group's F&I managers on how to sell using a menu. EFG also implemented Profit Pro to give the Novak Motors greater visibility into F&I production. Now, all three Novak Motors locations provide:

- Drive Forever Worry Free Limited Lifetime Powertrain Protection
- MAP Vehicle Service Contract
- Guaranteed Asset Protection (GAP)
- Signature Finish Dent, Tire and Wheel, Windshield, and Roadside Assistance
- MVP Prepaid Maintenance

# 2

### Training and Dealership Engagement

Aside from providing formalized, proprietary guided-discovery F&I producer training, EFG also provided ongoing in-store training, deal auditing, and recruiting to create buy-in for the new F&I process and **turn performance issues into production successes**. For example, **one EFG recruit doubled F&I production in the Novak Dallas location**.

# 3

### Reporting



**Jim Calvert**  
Dealer Principal, Owner  
Novak Motors

Jim Calvert, the Dealer Principal and Owner of Novak Motors, puts it best, **"Within one year, I've received more data from EFG than my entire 20 years in the industry working with other providers."**

EFG's reporting gives Novak Motors greater visibility into the auto group's performance as a whole, enabling the group to make more strategic business decisions to further long-term goals.

TO LEARN MORE ABOUT EFG

VISIT [efgcompanies.com](http://efgcompanies.com)

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