



FOR IMMEDIATE RELEASE

EFG Companies Launches F&I Profit Guarantee; Puts Money Where Its Mouth Is

DALLAS, TX (February 28, 2023) EFG Companies today announced its F&I Profit Guarantee in which EFG compensates new clients if revenue goals are not met within a stipulated timeframe. The program is built upon the company's proven F&I development strategies that have been honed for 45 years, proprietary nationally award-winning client engagement algorithms, and pre-qualification analysis.

New EFG clients that were onboarded between 2020 and 2022 saw an average per retail unit (PRU) increase of 20 percent or greater, with some reaching a nearly 50 percent increase. The [Ron Marhofer Auto Family, a one hundred year-old Ohio-based auto group and 2021 F&I Pacesetter award](#) winner, generated a record-setting 43 percent PRU increase in 2022 through EFG's F&I Profit Guarantee program.

"Within days of switching to EFG, the team delivered an accountability-based 90- and 120-day training plan for groups and individuals, along with support for higher-level achievers, and engagement models across all job functions," said Chris Marhofer, President and CEO of Ron Marhofer Auto Family. "From formal sales training to compliance assessments and even recruiting top performers, EFG partnered with our team, and we surpassed our already ambitious revenue goals."

EFG evaluates all potential new clients to determine their eligibility for EFG's F&I Profit Guarantee program.

"Dealers are starting to feel the painful pinch of lack of affordability by consumers due to record high prices for vehicles, combined with rising interest rates and inflation," said Eric Fifield, Chief Revenue Officer at EFG Companies. "The importance of F&I profit on the backend will be defining for most operators as they find themselves competing with continued inflation and Americans delaying their vehicle purchases. Dealers don't have time for empty promises, which is why we confidently put our money where our mouth is."

More information about the program can be found here:

<https://www.efgcompanies.com/efg-pru-guarantee/>

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About EFG Companies

For more than 45 years, EFG Companies has provided consumer protection programs for vehicles and residences across seven market channels. The company's strategic intent is to build sustainable market differentiation and profitability for its clients and partners, including dealers, lenders, manufacturers, independent marketers, and agents. EFG's award-winning engagement model is built upon the belief that the company serves as an extension of its clients' management teams, providing ongoing F&I development, training, product development, compliance, and nationally recognized product administration with an ASE-certified claims team. Learn more about EFG at: www.efgcompanies.com