



**RON AUTO FAMILY  
MARHOFFER**

Feel The Difference

## DEALER CASE STUDY

**RON MARHOFFER  
AUTO FAMILY**  
Cuyahoga Falls, Ohio  
**6 LOCATIONS**

Ron Marhofer Auto Family has been providing the Northeast Ohio community with a quality automotive experience since 1919. The 2021 recipient of the F&I Pacesetters award from *F&I and Showroom Magazine* strives to create a world-class experience for guests and team members through teamwork, trust, respect, and a commitment to continuous improvement and excellence.

**Challenge Accepted:** Revitalize F&I operations and increase average F&I PRU to \$1,500.

### SUMMARY

During their 9-year stint with their previous F&I provider, Ron Marhofer Auto Family struggled to increase the auto group's average PRU beyond \$1,300. When making the switch to EFG they established one simple goal: **"Get us to \$1,500 PRU in one year."**

EFG brought to bear the full weight of its **nationally award-winning client engagement model** for the auto group. This included installing a brand-new product menu consisting of seven products. In addition, EFG trained the group on F&I best practices, providing both formal and informal training throughout the year to tackle specific challenges. **EFG truly served as their partner in profit**, auditing deals, providing compliance training, recruiting top performers, and even manning the F&I office themselves.

Within **only four months of EFG engagement**, Ron Marhofer Auto Family reached its PRU goal of \$1,500, while averaging 1,200 vehicle sales per month. Over the next eight months, **EFG took the auto group's PRU to \$1,800**, and brought the auto group's average VSC penetration rate from 45% to 60%.

**\$1,300**  
PRU

Start of EFG  
Engagement

**\$1,500**  
PRU, 45% VSC  
Penetration

GOAL ACHIEVED  
8 Months Early!

**\$1,800**  
PRU, 60% VSC  
Penetration

12 Months of EFG  
Engagement

# SOLUTION

EFG paired an agile product menu with the company's nationally award-winning client engagement model to provide Ron Marhofer Auto Family with customized strategies based on individual rooftop performance goals.

# APPROACH

## 1

### EFG Products

- MAP Vehicle Protection
- Maintenance Value Program Prepaid Maintenance
- Signature Finish Protection Package, including Tire and Wheel, Windshield, and Paintless Dent Protection along with Roadside Assistance
- Signature Finish Tire & Wheel Protection
- Signature Finish Key Replacement Protection
- Signature Finish Windshield Protection
- Signature Finish Elite Appearance Protection

## 2

### EFG Engagement

EFG secured manager support within each location of Ron Marhofer Auto Family by working the F&I office with managers to demonstrate how lucrative F&I can be when following best practices.

Each dealership was also provided with an assessment detailing areas of opportunity and a game plan for how EFG would help each location raise their performance and PRU.

The auto group relied on EFG to place and train two F&I Producers and one Sales Consultant, resulting in further increases in productivity.



**Chris Marhofer**  
President and Chief  
Operating Officer,  
Ron Marhofer Auto Family

*"If I had to pick one word to describe EFG, it would be partner. I feel like we're in this together and they're here to help me."*



**Feel The Difference**

Listen to Chris Marhofer's personal experience with EFG:



For More Details

**SCAN**  
to view dealer video testimonials

Marhofer Auto Family's success also featured in Automotive News  
<https://bit.ly/3LHuj9u>



To learn more about EFG visit [efgcompanies.com/money](https://efgcompanies.com/money) or call 800-527-1984