



These **FREE** lender-dealer seminars, led by NIADA's General Counsel, Keith Whann, provide the latest information regarding finance issues for the independent automobile dealer. Lenders from various financial institutions and companies are available at tables and are prepared to help dealers solve their finance problem.

March 12, 2010 -- Manheim DFW -- Euless, TX

May 7, 2010 -- Manheim Fredericksburg -- Fredericksburg, VA

8am - 9am: Registration/Setup/Coffee

9am - 10am: F&I PROCESSES & THE NEW NIADA CPO PROGRAM - Co-Presented by NAC (CPO Program Administrator)

- What Is a Certified Vehicle?
- Warranty or VSC, What's The Difference?
- The Appropriate Structure For a CPO or VSC Program
- Properly Selling a CPO Vehicle
- Recent F&I Developments Impacting Dealers
- Keys to Dealership Paperwork in the F&I Process
- F&I Products & Practices That Work
- Details on the NEW CPO Program, including How to Get It and Implement It at YOUR Dealership

10am - 11:30am: TARP LENDING & FINANCING

- How to Develop NEW Lender Relationships
- What Today's Lenders Require
- The Lender/Dealer Agreement
- Is It: "Get a Customer Financed or A Deal Bought?"
- Ensuring the Deal Being Financed Is Solid
- Handling Repossessions Properly

**11:30am - 1pm: Lunch
Lender/Dealer Meetings**

1pm- 1:30pm: TARP LENDING & FINANCING (CONTINUED)

- Developing Your Dealership's Lender Package
- F&I Product Approvals That Make Sense
- Minimizing Lender Risk Means Dealer Profit
- The Successful Lender/Dealer Relationship

1:30pm - 3pm: KEYS TO ONLINE ADVERTISING SUCCESS - Co-Presented by Howard Polirer, AutoTrader.com

- The Evolution of Automotive Advertising
- Stimulating Dealership "Walk-In" Traffic
- Merchandising for Success
- Your Virtual Showroom
- Reputation Management
- Engaging Prospects

3pm - 3:45pm: Open time to finalize your new lender relationships, sign up for the CPO program and/or prepare your online strategy

PRE-REGISTER ONLINE at <http://www.whanntarp.com>

For additional information, contact L.J. Marhefka, Program Coordinator, 740-338-0488 or Georgia Brown at georgia@niada.com or 800-682-3837