



PLEASE COMPLETE AND FAX TO 817-649-5866 OR SCAN AND EMAIL TO info@niada.com

BUSINESS CONFIDENCE & DEALER MEMBER SURVEY

Thank you for taking a moment to complete this survey. The results will be used for the annual NIADA Used Car Industry Report, which is a valuable and useful tool for comparing your stats and sales with other dealers nationwide.

Company Name: _____ Dealer Name: _____

City & State: _____ e-mail address*: _____

Phone: _____ Cell: _____

BUSINESS CONFIDENCE SURVEY

DEALER MEMBER SURVEY

1. What is the single most challenging issue facing your business today?

(Please choose only one of the following):

- Lack of quality wholesale inventory
- Heightened competition from franchise dealers
- Economic conditions
- Lack of financing/credit resources
- Government regulations/Red tape
- Increased cost of doing business
- Lack of customer prospect traffic/leads
- Lack of quality retail inventory
- Other _____

2. Does your dealership expect economic conditions to improve, stay the same, or decline over the next quarter?

- Improve
- Stay Same
- Decline

3. Does your dealership plan to expand its business over the next quarter? (i.e. new equipment, enhance your building/property)

- Yes
- No

4. What percentage of each category make up you retail automobile sales? (cumulative answers should equal 100%)

____ Buy Here Pay Here ____ Retail - Prime ____ Retail - Subprime

5. Do you expect your dealership's credit availability to expand, stay the same or reduce over the next quarter?

- Expand
- Stay Same
- Reduce

6. Do you see your dealership's expenses (cost of business) increasing, staying the same or decreasing over the next quarter?

- Increase
- Stay Same
- Decrease

7. Do you anticipate your dealership will invest in more, the same, or less retail inventory to meet anticipated retail demand over the next quarter?

- More
- Stay Same
- Less

8. Do you anticipate your dealership's retail sales to grow, stay the same or decrease over the next quarter?

- Grow
- Stay Same
- Decrease

9. Will your dealership increase, hold, or decrease vehicle retail prices over the next quarter?

- Increase
- Hold
- Decrease

10. Do you see your dealership's cash flow improving, staying the same, or declining over the next quarter?

- Improve
- Stay Same
- Decline

11. Does your dealership expect customer traffic to increase, stay the same or decrease over the next quarter?

- Increase
- Stay Same
- Decrease

12. Does your dealership anticipate hiring any new staff over the next quarter? Yes* No *If yes, (check all that apply)

- Finance
- Sales
- Service
- Other

1. What is the nature of your business? (check all that apply)

- Retail
- BHPH
- Wholesale
- Rental
- Leasing
- Service Dept
- Parts Dept

2. How long has your business been in operation? _____

3. How many vehicles do you sell annually? _____

4. What percentage of each category make up your retail automobile sales? (cumulative answers should not exceed 100%)

- BHPH 0-20% 21-40% 41-60% 61-80% 81-100%
- Prime Retail 0-20% 21-40% 41-60% 61-80% 81-100%
- Subprime Retail 0-20% 21-40% 41-60% 61-80% 81-100%

5. On average, how many vehicles do you hold in inventory? _____

6. What is the average retail price per unit sold? _____

7. How old are most of the vehicles you sell?

- 0-2 yrs old
- 3-5 yrs old
- 6-10 yrs old
- 11 yrs+

8. Do you have multiple locations? Yes No (how many?) _____

9. How many employees do you have? (including yourself) _____

10. On which of the following media do you spend advertising dollars? (check all that apply)

- TV
- Newspaper
- Specialty Pubs
- Magazines
- Radio
- Online
- Mobile
- Other

11. How do you finance/floorplan your inventory? (check all that apply)

- Banks
- Auction Floorplanning
- Cash

12. What finance options do you supply for your customer? (check all that apply)

- BHPH*
- Finance Companies
- Banks
- Credit Unions

*If BHPH, do you have a related finance company? Yes No

13. Do you have a separate F&I department? Yes No

14. Average Down Payment? up to \$1K \$1K-\$1500 \$1500-\$2K \$2K-\$2500 \$2500 or more

15. Average Term of Contract? 0-12 mo 13-24 mo 25-36 mo 37-48 mo 49 mo or more

16. Where do you buy your vehicles? (check all that apply)

- Auctions
- Other Dealers
- Online
- Wholesalers

17. How do you wholesale your vehicles? (check all that apply)

- Auctions
- Other Dealers
- Online

18. How often does your dealership attend auctions per month?

- None
- 1-4 times
- 5-7 times
- 8 or more

19. How many service bays do you operate? _____

20. What do you spend per unit reconditioning your vehicles?

- 0-\$500
- \$501-\$1000
- \$1001-\$2000
- \$2000 or more

21. Do you sell warranties/service contracts? Yes* No

*If yes, how many do you sell on average per month? _____

22. Do you sell aftermarket products? Yes No

23. Do you use GPS devices? Yes* No

*If yes, what functions are included? (check all that apply)

- GPS
- Starter Interrupt
- Payment Reminder

24. Do you offer certified pre-owned vehicles? Yes No

25. Do You have a rental car operation? Yes No

*By providing your phone/email address, you are consenting to and giving NIADA and its subsidiaries permission to contact you at this address.

This survey is also available to complete online at www.niada.com/survey.php