

## Thrive in today's economy by sharing ideas and leveraging best practices

If you recognize that status quo is no longer acceptable in today's market, consider joining an MADA 20 Group. A 20 Group offers a unique opportunity to have close dialogue with fellow dealers and share tangible ideas. Members discuss their unique challenges and generate new ways to increase their bottom line.

### Benefits

- Compare your operating performance with other members of your group
- Share real-world best practices and ideas
- Save valuable time and gather locally
- Identify opportunities and address challenges you face
- Improve your bottom line



### Features

- Three or four meetings per year
- Meeting locations in or around the Twin Cities for easy access, with minimal travel expense
- Minimum representation of ten dealerships; maximum of twenty
- Access to consolidated, quarterly financial data, including benchmarks in all areas of operation
- Varied discussion themes by meeting
- Seasoned moderator to drive topics and industry speakers to enhance the conversation

### New perspective. New success.

You will benefit from the best practices, ideas, and solution-sharing with your peers. This group format encourages a superior quality of discussion through examining your own challenges and hearing what others are doing to solve similar problems. The best part is these solutions are successful because they are based on measured, observed, and analyzed ideas that have been proven in the real-world environment. Of course, you'll learn about what doesn't work, as well, which can be equally valuable and save you time and resources.

In addition to group member discussion, we'll invite industry thought leaders and experts to join the conversations when applicable. Their insights and ideas will supplement the group's discussion and add value.

### A look from every angle.

Each meeting, led by a seasoned moderator to keep the discussion flowing, is designed around a different topic. The topics range from financial management down to a close, departmental look at new, used, parts, and/or service, etc. Meaningful, supplemental metrics are also included, like hours/RO, client satisfaction index, and market share data.

Beyond simply talking about how your dealership is performing, you'll have access to quarterly consolidated financial reports that compare your operating performance with that of the other members of the group. This report also shows how you stack up against the top high-performing dealerships. You'll quickly identify areas of opportunity within your dealership to improve profits, efficiency, productivity, cost-effectiveness, and customer relationships.

### The bottom line is your bottom line.

Your 20 Group will be comprised of other dealer members who are just as serious about success as you are. This collaborative group will provide strategies, encouragement, and support you won't get from anywhere else.

If you choose to be a part of a 20 Group, you will be required to:

- Pay a \$3,000 annual membership fee
- Participate in the financial information consolidation (Each dealership's financial data is kept confidential and presented only in composite form.)

**Let's face it:** The dealers who are surviving these challenging times are obviously doing something right. Consider joining a 20 Group to learn what it is. The first group will be held June 16-17. For registration information or questions, contact Sandy Brom at MADA at 651.789.2934 (brom@mada.org) or register online at [www.mada.org](http://www.mada.org) (Click on 'education').