

CBRVnation.com

Cars - Boats – RVs Sales Made Easy

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CRN-10143

Spring 2010



CBRVnation.com
CAR SALES



CBRVnation.com
RV SALES



CBRVnation.com
BOAT SALES

CBRVnation.com Business Plan

1. Executive Summary

Objectives

- To develop an e-business franchise model that uses an internet portal to capture potential sellers, enable sellers to find franchise locations, search national inventory and contact sellers/ dealers.
- To develop Web tools that will enable sellers to determine the net sales revenue based on car, boat or RV value after sales and service offerings' fees.
- To offer the high touch packages target specifically toward the elderly/ estate clients or low touch packages for the AutoTrader clients that need a place to park the car away from homeowner association and assuming all other seller functions.
- To develop a migration path from un-sold Value Package consumers to Premium Package satisfied Sellers.
- To tailor single corporate hub locations in metropolitan markets with an emphasis on franchise or participating local affiliates.
- The use of on-line chat and/or click-to-talk (agent call back over the phone from a portal inquire) will increase the unit closing ratio enabling inventory quick turns.
- To capture e-mail and mailing information for targeted promotional offering based on search criteria.

Mission Statement

It is the Mission of CBRVnation.com to provide vehicle sellers the ability to showcase their vehicles on a consignment basis that is away from their primary residence. The target market is consumers that are interested in delegating the detailing, sales negotiation, contract, Tax and Tag, and payment receipt/distribution activates while maintaining a profit that is greater than the dealer trade-in offer. This one-stop Business to Consumer model leverages the internet to insure seller privacy while maximizing seller profit through the use of al carte menu for service offerings and communications.

Participating local mechanics, service stations and franchise lots heighten exposure and drive inquires through the CBRVnation.com windshield interior sunscreen while insuring privacy of the seller. All pre sales functions will be driven through the e-business portal up to the final sales closing and car transfer. This model will be replicated with emphasis on an 80/20 mix of franchise to corporate lots in the major metropolitan markets to maximize the growth build out. The revenue stream should be significant enough to re-pay any seed money that has been advanced and to build



on next leg of related e-business concept ventures. By building on the brand for pre-owned consignment vehicles and launching several other related e-business ventures such as AUTOPARTSnation.com/Salvage, CLASSICCARnation.com/Sales and EXOTICCARnation.com/Auction, this continual branching off under the nation.com domain structure with related, but divergent branches will leverage the economies of scale and replication efficacies obtained by implementing best practices processes developed in the creation and daily operation of CBRVnation.com.

Keys to Success

- Potential clients of CBRVnation.com trust that we have done a complete analysis of all vehicles and given them our stamp of approval for sale.
- Our website makes it extremely simple for our clients to research, and eventually make the decision on the vehicle that is right for them.
- CBRVnation.com is an easy way for our sellers to get rid of their unwanted cars, boats, and RVs. We do all of the work for them.

2. Company Summary

Company Ownership

Principal owners of CBRVnation.com are Ryan Erbel, Hayley O'Mara and Lindsey Shaw.

Company Start-Up Plan

CBRVnation.com is a click-and-mortar business that pushes buying consumers to retail locations. The business enterprises' concept leverages flat fee commissions plus 1% on sales that are payable 30days after title transfer. This arrangement is with both in-house and affiliate locations. The start-up corporate locations are to be co-location agreements with existing local dealerships and will be based on a flat monthly fee. Initial startup package for corporate locations will be funded with seed-money for a forecasted 180 day break even if needed and possible 180 day extension based on specific target achievements (mix of packages, cars under contract, forecast sales per week, forecast net new contracts). It is important to note that the model start-up cost allow for a break-even during the first thirty days allowing for the rapid deployment of affiliates, increased manpower or additional franchise location hubs to compliment the internet portal lead generation.



Start-up Cost Month One	
Corporate Fixed	
Web Site Design (one time)	\$650.00
Web Site Updates (monthly)	\$400.00
Web Hosting (monthly)	\$150.00
Co-Sharing Corporate Lot (Guideline)	\$1,500.00
Local Print Coupon Book Advertising	\$650.00
Computers (Lease)	\$350.00
Wireless Phones (Handset Purchase x 10)	\$1,000.00
Metro Wireless Phones (Service Monthly x 10)	\$350.00
Misc Furniture (rental monthly)	\$100.00
Salary 1 FTE Manager @ 18K	\$1,500.00
Salary 1 FTE Cleaner @ 12.5K	\$1,042.00
Sub Total	\$7,692.00
Corporate Variable	
Commissions In-House (\$150+1%)	\$2,625.00
Commissions Affiliates (\$100+1%)	\$1,625.00
Sub Total	\$4,250.00
Total expenses	\$11,942.00

Company Sales Concept Process

Although CBRVnation.com has metropolitan affiliate and corporate locations (click-and-mortar) these locations are primarily used to close the deals (vehicle transfer, tax and tag) for the buyer. The portal pushes buying consumers to retail locations for those that need to “feel the material” before being closed, but in reality the Internet portal has the ability for sellers to price their vehicle, select the service offering they are interested in, pay on line with credit card or pay-pal and be issued a Stock ID Number. The Stock ID number will allow the Value Package customer to populate their Web Page with pre determined data, once the page is completed and pictures uploaded an e-mail is generated on where to take the car. When they arrive at the affiliated location they will be given the infamous CBRVnation.com windshield car or RV sun shade and write the Stock Number or e-mail address for contact. The web site will create professional flyers based on the data used for the web page build and a copy should be left in the sunshade plastic pocket. Similar process for boats with flyers being laminates in florescent color paper and attached to the vessel. Premium Package consumers will follow the same process except they will enjoy additional benefits (see Sales Flow Chart exhibit).



Which CBRVnation.com Package is right for you?		
Package	Premium	Value
Term	90 Days	30 Days
Web Page Input	Yes	Consumer
Vehicle Location	Corporate Lot	Affiliate
e-mail communication	CBRVnation.com	Consumer
Sales Commission	6%	3%
Membership Fee	\$350.00	\$300.00
Title Service Fee	\$100.00	\$100.00
Optional Services Fees	available	available

Company Locations and Facilities

Since we are a consignment automotive broker, we do have a main lot with our wide variety of vehicles. Our sellers bring their vehicles to our corporate lot to be inspected, detailed and dependant on package purchased, sold at the main lot or farmed out to preferred affiliates to be sold. Our website is maintained and operated mostly from the virtual home offices of the primary owners. We have our central lot to take the risk away from our sellers placing personal advertisements on their own and having strangers come to their homes. Our website enables our sellers to reach to a significantly higher quantity of people than if they were to try and do it on their own terms.

3. Products and Services

Product and Service Description

CBRVnation.com is a website that provides people the ability to buy and sell (on consignment) their unwanted cars, boats, and RVs via the internet.

Competitive Comparison

We have an advantage over the interne only listing competitors because we have corporate and affiliate lots that our potential clients can come visit to see the product if they wish. Targeted to the AutoTrader consumer with the choice of a central vehicle location with professional sales associates or satellite locations and they (seller) continue to drive the selling cycle. These locations are strategically located in high traffic areas and are either co-located (corporate with a local stand alone car dealer) or affiliate site (gas station or small mechanic) with existing business to further build on their daily traffic. We use our expertise of cars, boats, and RVs to properly price (Kelly Blue Book-Private Party) the vehicles and sell them at what they are truly worth.



Sales Literature

Our business does not require any sales literature but using our proprietary web based modeling tool at the corporate site will be able to pull a customized sell sheet for the customers with the Year, Make, Model and Mileage that they are looking at, NADA and Kelly Blue Book used care values and three comparable private party used models in their zip code. This is being done to eliminate the need for the buying customer to postpone the purchase due to the lack in confidence that they are getting a “great” deal.

Sourcing and Fulfillment

Fulfillment in our case would be the actual title transfer of the vehicle along with the payment of taxes and tag. Under our model all of the documents would be generated by the e-business program but a notary is often required for car sales and with payment being significant I would think that a face to face hand off would be appropriate. Sourcing would come primarily from the retail consumer but to insure that we have adequate high quality models at the corporate sites there would be the option to have clean, low mileage auction vehicles purchased to supplement the seasonal low inventory cycles. This would be determined by the owners and based on criteria previously defined in writing.

Technology

Our primary owners created the website. Our E-business hosting is provided by Google.com.

Future Products and Services

CBRVnation.com looks to expand in the future. Our website is constantly being updated and we are now looking for several new lots in different cities to place our vehicles. By doing this our customer base will only grow. Initially, the Boat offerings will probably be the power boats (runabouts, cruisers, center console, etc.) but as the company grows we see specialty lots that can handle the other types so boats, such as, Sailboats (racers, cruisers and catamarans) small boats (row boats, tenders, dinghies) and Personal Water Crafts (PWC). This same concept can be rolled out to RVs to include gas and diesel Class A-C RVs, towable campers and fifth wheel RVs) and travel trailers (truck campers, folding campers).

What really excites the team, if you go upstream, is an on-line global auction for performance, exotic and classic collectable vehicles. And if you go down stream, due to the increased average age of the family primary car and the consolidation of legacy car manufactures there is the increased need for used parts from the average Joe. If we could network the regional salvage yards to identify vehicles on-site that



may have the specific part requested this could be a revenue stream or feeder for potential new vehicle buyers when the parts finally dry up.

4. Market Analysis Summary

Target Market

Our target market is anyone that is looking to buy/sell a car, boat, or RV. Our target market alters, however, for our boats. For which our primary target is generally people who live by oceans, rivers, and lakes.

Market Needs, Trends and Growth

Our e-business takes selling vehicles to the next level. People choose us over other e-businesses because we use our expertise to appraise the vehicles. Also, we have a location where potential buyers can come and look at the vehicle themselves instead of taking the risk of buying a potentially faulty car, boat, or RV. One of our most prominent trends is seasonal. Over the summer months a lot of families are looking for fun and interesting family vacations. It is in these months that we sell a lot of boats and RVs. Our potential growth is in our new lots. By opening these new locations we will widen our client base over a larger surface area.

5. Strategy and Implementation Summary

CBRVnation.com can implement our e-business by following a very strict business plan. Once our primary owners have agreed on a proper mission statement, budget, and overall standards for our business then our implementation can begin.

Everything that the primary owners wish to accomplish from the e-business must be written so there is no confusion. Since one of the highest reasons for business failure is lack of communication, the fact that everything is written out in black and white should help eliminate a lot of the confusion of what we wish to get done.

Since we are mostly an e-business we must stay on our toes. The internet is constantly evolving, and therefore, so much CBRVnation.com. We must constantly upgrade and update not only our webpage, but our business strategy so we can keep our competitive edge.

6. Web Plan Summary

Marketing Strategy



We are relying on most of our marketing through search engines. Most people go straight to search engines when they have questions about a lot of things, and vehicles are no exception. When people are looking to purchase a car, boat, or RV they will go into a search engine and type in some key words. After that, a link to our home page will pop up and they will continue to investigate our e-business. When reaching the older demographic who may not be as technologically oriented the use of Entertainment and ValPak discount coupons will be employed due to the unique ability to target customer regionally. This cost will initially be absorbed by corporate and used sparingly to launch each new corporate lot. The affiliate locations will offered co-op advertising dollars based on sales volumes to partner in the coupon with suggestions for discounted oil change or Discounts are given with specific services in the form of dollar amounts (usually \$5 - \$50) or percentages (anywhere from 5% to 50%). Our emphasis being in the same market for each new store would be to offer Superior detailing at the price of a basic or free engine detailing with Superior detailing.

A competitive advantage we have over store businesses is we are open 24 hours a day. Our customers can sign on our web page at all times to see what we have available, if the price on the vehicle they desire has changed, etc. On the sellers' side, they can constantly sign on to see if their car, boat, or RV has any bids, price altered, and so on. The clients can constantly stay in the loop on their own terms, which is a breath of fresh air compared to several businesses that are so hard to get a hold of and to get any updates from.

Development Requirements

Since we do have a location, our development requirements are a little more extensive than regular e-businesses. Our web page will be relatively simple compared to developing our lots. As the old saying goes it is all about location, location, location, and we have to find the best location possible so that our clients can not only get to us, but get to us with the most minimal amount of travel.

7. Management Summary

The organizational and management structure of the business is divided between the three owners based on each person's business strengths. The owners have interacted significantly through asynchronous and synchronous communications to develop the CBRVnation.com , with only two meetings required in person. It is this ease that has fostered the team's depth of collaboration, showcasing each member's qualifications to start the e-business.

The team does not plan to hire employees in the near future with unforeseen manpower requirements being outsourced to affiliates on an a la cart basis. With only the Web site to maintain, the business does not require additional resources at



this time, whether they are human, capital, technology, skill, talent or physical location.

8. Financial Plan

The key drivers of success are the cost containment, aggressive saturation of satellite/ affiliate sites and the lucrative revenue stream that these satellite/ affiliates can achieve by simply showcasing our customer vehicles in their locations. Cost containment is achieved with co-location agreements for the corporate site with existing stand alone mom & pop car dealers. This will provide many of the infrastructure requirements at a fraction of a stand alone location. These prospective sites are often in high traffic areas and are already zoned for vehicle sales. To supplement the corporate or hub location, independent mechanics and service stations are prime candidates for 2-3 vehicles with the CBRVnation.com distinctive windshield car sun shade. The value package consumers are in for 30 days and as a result the incentive or \$100 per vehicle plus 1% of the actual selling price will overcome “what’s in it for me” barriers. The model relies heavily on the service offerings that appeal to the one-stop seller who is looking to offload a vehicle with little or no involvement without having to purchase a new car and take a beating on the trade in value. The very lucrative a la carte service offerings (detailing, title transfer, tax and tag) although mundane really elevate the e-business appeal especially to an estate seller or geographically challenged son/daughter forced to help elderly parents downsize their RV and boats that they are no longer able to enjoy.

Important Assumptions

We believe that the current economic recovery will be flat or a modest 3% GDP growth and productivity gains will be achieved at the expense of lack luster employment hiring. That being said, the demand for quality pre-owned replacement vehicles will remain strong well into 2014. Most potential sellers will come from those experiencing foreclosure, unemployment or the need to downsize the number of vehicles so as to avoid the astronomical additional insurance and registration fees imposed on by cash strapped states.

Key Financial Indicators

CBRVnation.com’s biggest financial indicator is our amount of turnover. Our lot has a precious amount of land and we must get those vehicles turned over rather quickly. The longer a car, boat, or RV sits in our lot, the more dead weight it becomes. Our goal as a business is to sell these vehicles as quickly as possible so we can get new vehicles on the lot for further sales.

Other quantifiable Key Financial Indicators (KFI’s) for Corporate in addition to the turnover rate would be repeat customers (Sellers & Buyers), unsold value package



conversions, AutoTrader phone solicitation conversions, units sold, average dollar value, mix of premium packages vs value packages and additional service offering dollars per sales individual. For the affiliate preferred suppliers, KFI's would include number of cars per location, average monthly sales, cash incentives per vehicle sold and top revenue affiliate producer. Each key performance indicator would have a company goal against which achievement toward set targets could be measured. With turnover being the driver, cash (immediate gratification) incentive programs should be ramped up to reward affiliate overachievement which is so critical to the franchise concept build out.

Break-even Analysis

With some basic assumptions and a flat organizational structure CBRVnation.com can achieve a break-even during month 1 if it keeps to the model design that fosters high unit sales/ quick inventory turnover and controlled salaries plus commission (see exhibit). This being said, a rapid franchise expansion plan can be pursued to further leverage the corporate advertising and brand management. The formula for success is a stair stepped volume strategy that is composed of a 50/50 membership fee mix of premium and value packages. Crucial to the success is 70% participation in high margin service offering. Saturation will occur at some point at which new locations or additional manpower can be leveraged to leap frog to the next sales plateau. The model is designed for a single corporate co-location site in the regional Metropolitan Statistical Area and numerous satellite affiliate locations within a 20 mile radius. This strategy will take advantage of the regional nature of pre-owned vehicle sales and can further potential consumers exposure of 2 to 4 vehicles with the distinctive CBRVnation.com windshield car shade or florescent boat sell sheet.

Projected Profit and Loss

When looking at the projected profit and loss statement for the first six months our e-business start-up has sound financial backing (seed money) that is so important. From conception and based on the six months model each of the owners signed a note payable in the equivalent of two months of fixed expenses or approximately \$24,000. ($24K \times 3mths = \$72,000$). This will insure the firm the operation capital to run the business with zero revenue for six months. Based on our breakeven forecast model, coupled with the three owners sweat equity, the Net Profit after taxes should be \$203,090 and without the use of any of the seed money. At the six months juncture the owners will be faced with the decision to further expand operations internally or to focus on growth through franchise locations. With virtually no debt and little income in the form of salaries for the last six months it may be time to "listen to the fat lady sing" and flip the company for a profit. The other side of the coin is to start taking meager salaries out monthly and have bonus distribution at year end based on net income achievement over some target. Time is on our side and nothing last, forever so as a group the emphasis should be on not getting too greedy and when all else fails, flip the coin.



Projected Profit and Loss (Income Statement)

Income Statement (six months)	
Revenue (Sales)	\$537,750
Cost of Goods Sold	\$00,000
Gross Profit (Sales - Cost of Goods Sold)	\$537,750
Operating Expenses	\$225,304
Profit Before Taxes (Gross Profit - Operating Expenses)	\$312,446
Taxes (35%)	\$109,356
Net Profit (or Loss)	\$203,090

Projected Cash Flow

Six Month Start-up Projection	Month-1	Month-2	Month-3	Month-4	Month-5	Month-6	Total
Cash Flow from Operations							-
Net Income	14,625	33,750	60,750	99,000	140,625	189,000	537,750
Additional Sources of Cash	-	-	-	-	-	-	-
Subtractions (Uses of Cash)							-
Expenses	11,942	16,442	30,759	39,884	57,451	68,826	225,304
Cash Flows from Investing Activities							-
Cash Flows Associated with Financing							-
Net change in Cash	2,683	17,308	29,991	59,116	83,174	120,174	312,446

Modeling Assumptions and Projections

The attached spreadsheet uses a stair stepped units sold, increased average car value, mix of premium vs. value packages, mix of affiliate sales vs. corporate/franchise sales and value added service to formulate the revenue projection. Based on this model it appears that an aggressive build-out of hub and spur locations is quit feasible. The seed money from investors can be used to supplement the growth if these revenue projections are accurate, further enhancing the attractiveness of the franchise brand.

In order to keep the membership fees low and the sales commission high our first six months modeling rely heavily on high profit additional service offerings, such as, detailing, superior waxing, interior steam cleaning and engine cleaning. In addition to the bottom line contribution these service are crucial to presenting pre-owned vehicles that rivals the dealership without the \$500 to \$800 dealer preparation fee imposed on buyers at the big box Big Lots Super Stores. Projections are rammed up each month and encompass an increased average car value , increased average service offering sales, car sales increases and a 50/50 mix of Corporate/ Affiliate



membership fees. To keep startup costs to a minimum, the corporate lots will be co-location sites with an existing local car dealer, rental site or automotive repair facility. By using this strategy we will be able to leverage the facilities existing expertise and contract out as much as possible the detailing and mechanical work with our preferred affiliate supplier thus keeping fixed costs to a minimum. Based on achievement of individual bucket achievement, location growth from the original corporate co-location is planned for 2 locations in month 3 and the third location in month 5. Franchise growth is not factored in at this time, but will be the corporate strategy after the third corporate location is up and running. These three sites along with the Affiliate sites in the HUB Metropolitan Statistical Area (MSA) will be the proof source for investors and potential franchise owners to grasp the concept and true growth potential.

Additional Service Offerings		
Prices may vary by size of vehicle, geographical location, interior style and type of services selected. A la carte service pricing available.		
Detailing		
	Basic Passenger Cars	\$58.00
	Basic SUV's & Mini-Vans	\$88.00
	Upgraded Passenger Cars	\$148.00
	Upgraded SUV's & Mini-Vans	\$188.00
Basic detailing package should include a touchless or hand wash, wax, tire cleaning, vacuuming of the interior, wipe-down or polish of all interior surfaces, including the dashboard, windows, mirrors and trim.		
Additional		
	Superior Wax (regular vehicles)	\$58.00
	Superior Wax (larger vehicles)	\$88.00
Interior Detailing (steam cleaning/carpet shampoo/ vinyl protectant)		
	(larger vehicles)	\$128.00
	(regular vehicles)	\$83.00
Leather upholstery cleaning		
		\$0.00
	(larger vehicles)	\$78.00
	(regular vehicles)	\$48.00
Dent removal		
		\$88.00
Engine Cleaning		
		\$128.00
white wall tires		
		\$48.00
Vintage or classic cars, boats, motorcycles, RVs, motor homes and trailers may all incur additional charges.		
Please present local coupon such as Entertainment and ValPak (discounts offers specific to individual areas).		



CBRVnation.com Six Month Revenue and Expense Model

CBRVnation.com		Break-even Forecast									
Average car value month 1	3000	Average Service Offerings month 1	0.10	Cars sold month 1	25						
Average car value month 2	5000	Average Service Offerings month 2	0.20	Cars sold month 2	50						
Average car value month 3	8000	Average Service Offerings month 3	0.50	Cars sold month 3	75						
Average car value month 4	12000	Average Service Offerings month 4	0.60	Cars sold month 4	100						
Average car value month 5	15000	Average Service Offerings month 5	0.65	Cars sold month 5	125						
Average car value month 6	18000	Average Service Offerings month 6	0.70	Cars sold month 6	150						
Premium Membership	50%	350 6% Affiliate sales	50%	50%	100	0.01	Service \$ per car	150			
Value Package Membership	50%	250 3% Corporate sales	50%	\$150	0.01						
TTL Revenue	\$14,625.00	Month 1 Membership	1	\$7,500	Service Month 1	\$3,750	Car Sales Month 1	\$3,375			
\$33,750.00	Month 2 Membership	\$15,000	Service Month 2	\$7,500	Car Sales Month 2	\$11,250	Month 2 Membership	\$27,000			
\$60,750.00	Month 3 Membership	\$22,500	Service Month 3	\$11,250	Car Sales Month 3	\$54,000	Month 3 Membership	\$84,375			
\$99,000.00	Month 4 Membership	\$30,000	Service Month 4	\$15,000	Car Sales Month 4	\$84,375	Month 4 Membership	\$121,500			
\$140,625.00	Month 5 Membership	\$37,500	Service Month 5	\$18,750	Car Sales Month 5	\$121,500	Month 5 Membership	\$187,500			
\$189,000.00	Month 6 Membership	\$45,000	Service Month 6	\$22,500	Car Sales Month 6	\$187,500	Month 6 Membership	\$270,000			
\$537,750.00											
TTL Expenses	\$11,942	Corp Fixed Month 1	1	\$7,692	In-House Month 1	\$2,625	Affiliates Month 1	\$1,625			
\$16,442	Corp Fixed Month 2	\$7,692	In-House Month 2	\$5,000	Affiliates Month 2	\$3,750	Corp Fixed Month 2	\$6,750			
\$30,759	Corp Fixed Month 3	\$15,384	In-House Month 3	\$8,625	Affiliates Month 3	\$6,750	Corp Fixed Month 3	\$11,000			
\$39,884	Corp Fixed Month 4	\$15,384	In-House Month 4	\$13,500	Affiliates Month 4	\$15,625	Corp Fixed Month 4	\$15,625			
\$57,451	Corp Fixed Month 5	\$23,076	In-House Month 5	\$18,750	Affiliates Month 5	\$21,000	Corp Fixed Month 5	\$21,000			
\$68,826	Corp Fixed Month 6	\$23,076	In-House Month 6	\$24,750	Affiliates Month 6	\$21,000	Corp Fixed Month 6	\$21,000			
\$225,304											



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CAR SALES

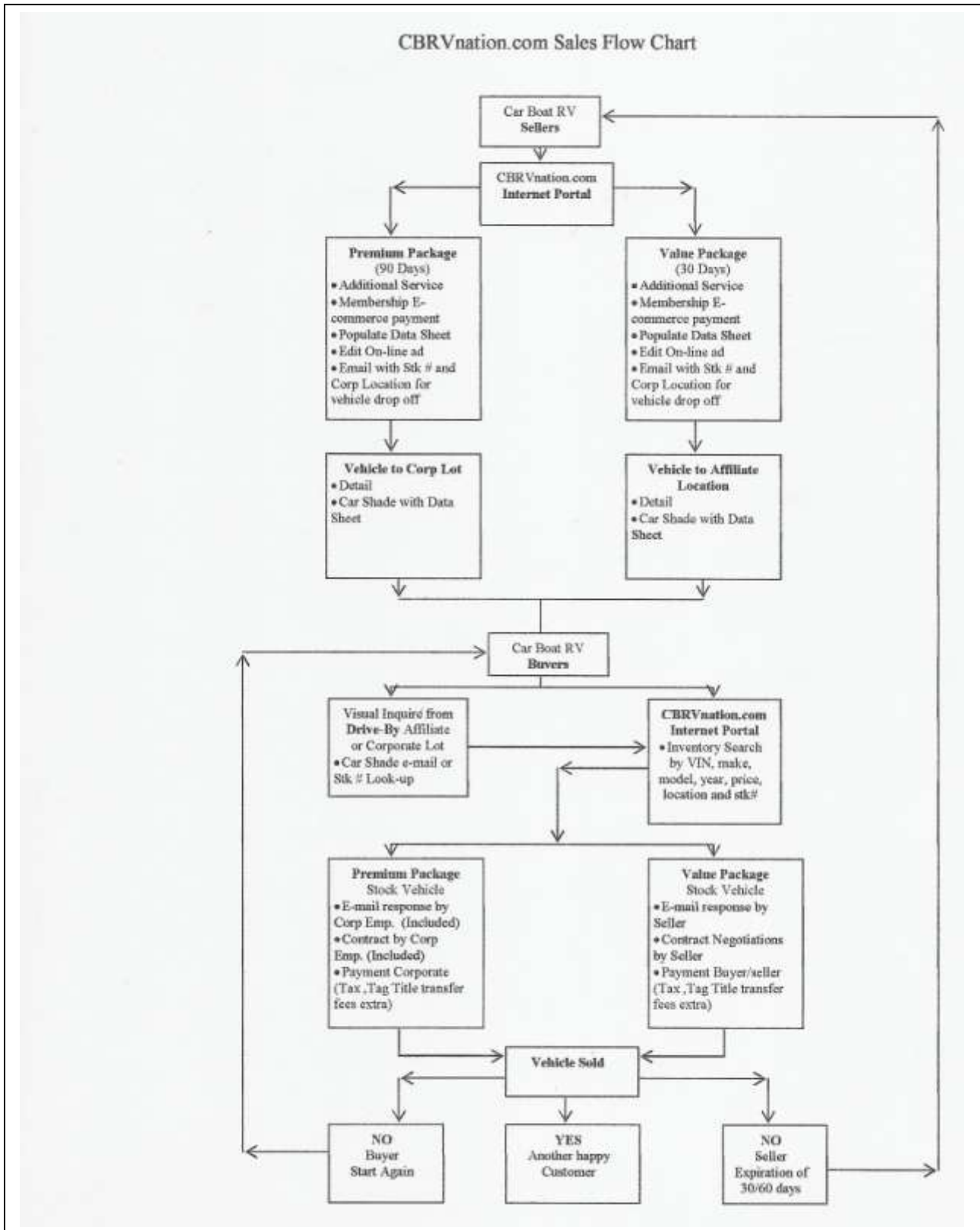


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CBRVnation.com Sales Flow Chart



CBRVnation.com Affiliate & Franchise Sell Sheet

Affiliate Monthly Income Strawman Case	2 cars	5 Cars	10 Cars	15 Cars
Fixed \$100 per car	\$200.00	\$500.00	\$1,000.00	\$1,500.00
Variable 1% Commission Ave Retail at \$6,000	\$120.00			
Variable 1% Commission Ave Retail at \$8,000		\$400.00		
Variable 1% Commission Ave Retail at \$10,000			\$1,000.00	
Variable 1% Commission Ave Retail at \$12,000				\$1,800.00
Sub Total for 1 month	\$320.00	\$900.00	\$2,000.00	\$3,300.00
Total For 12 months	\$3,840.00	\$10,800.00	\$24,000.00	\$39,600.00

Reason to Become a Preferred CBRVnation.Com Affiliate

1. E-business internet portal sales cycle requires little or no involvement in the Sale from affiliate locations.
2. Constantly changing vehicle inventory keeps net new traffic fresh.
3. Revenue stream from unused business footprint.
4. Control over vehicle selection and site placement.
5. Referral fee for new customer membership.
6. Co-op advertising program for Entertainment and ValPak discount coupons promotions.

Corporate Monthly Income Strawman Case	2 cars	5 Cars	10 Cars	15 Cars
Fixed \$150 per car	\$300.00	\$750.00	\$1,500.00	\$2,250.00
Variable 1% Commission Ave Retail at \$6,000	\$120.00			
Variable 1% Commission Ave Retail at \$8,000		\$400.00		
Variable 1% Commission Ave Retail at \$10,000			\$1,000.00	
Variable 1% Commission Ave Retail at \$12,000				\$1,800.00
Sub Total	\$420.00	\$1,150.00	\$2,500.00	\$4,050.00
Total For 12 months	\$5,040.00	\$13,800.00	\$30,000.00	\$48,600.00

Reason to Become a CBRVnation.Com Corporate or Franchise Location

1. Protected geographic territories.
2. Corporate funded advertising promotions.
3. Pristine auction vehicles to drive traffic non affiliate locations
4. Proprietary program that prints sales data sheets, Blue Book values and comparables.
5. First shot at prospective membership inquires and lead management software.
6. Sales Performance Incentive Funds (SPIF) for monthly high volume dollars and high unit producers, unsold expiring value membership conversions to preferred, most monthly memberships closed (units & dollars) and highest dollar volume additional services.
7. Advertising program for Entertainment and ValPak discount coupons promotions to drive business to corporate location.

