

Dear Colleague,

I am taking this time to introduce myself and tell you about what “drives” me. I am a happily married family man with two beautiful children. My family feeds me the ambition to continue moving forward toward achieving my goals. In my 19 years’ experience in the automotive industry, I have successfully developed and managed multiple special finance departments in the New York metro area for a fulfilling 14 years. I am synonymous with team building, creative problem solving and an unrivaled degree of expertise in the special finance field. My 14 year special finance success is measured by my dedication to compliance, ethical business practices and most importantly in keeping the dealership’s best interests in mind.

I have composed a veteran team of special finance experts, marketing specialists, systems and operational development personnel and customer service representatives whom offer the utmost integrity and skill. Our state of the art systems and processes are second to none. You know what they say; “You are only as good as the people behind you!”

Over the years, I have seen many examples of great leadership and one constant truth is that what separates the truly successful from the rest is a higher level of dedication and contribution towards the common goal.

I am looking forward to laying the foundation for a successful business relationship and mutually beneficial growth opportunity with yourself and your staff.

Sincerely,



Todd Campanella  
Special Finance Expert



# THE BENEFITS

*“My dealership earned additional revenue from credit challenged customers by offering them legitimate and sound financing options.”*



- Imagine having an additional income producing franchise within your Dealership; A “Franchise within a Franchise”. No need to “imagine” since that is what the Special Finance Department is!
- Create an additional \$100,000-\$200,000 gross profit monthly with a 50% net profit on that gross. A Special Finance Department can be put in place today and will produce additional income within your dealership without the need for factory approval.
- A dealer with the insight to grasp this concept and the vision to implement multiple, individual and successful departments (Sales, Parts, Service) will have great success with this additional “money making” department.
- Additional Secondary Benefits include:
  - Provide more financing options for your customers
  - Increase activity and profit for service and parts
  - Create consistent sales activity
  - Turn used car inventory at your discretion
  - Increase showroom traffic
- Never turn away a potential client due to their credit issues again!!!



# PROVEN RESULTS

*Here are real numbers proving that Special Finance works!*

Our commitment to excellence and dedication has equated to an average monthly ROI of over 400% per department for seven years running. In this yearly breakdown we illustrate our proven results from just one of our Special Finance Department.

Year: 2008 ROI: 409%	Year: 2009 ROI: 431%	Year: 2010 ROI: 521%
<ul style="list-style-type: none"><li>• 552 Cars Sold</li><li>• \$2,123,544 Gross</li><li>• \$416,601 Ad Costs</li></ul> <p><b>\$1,706,943 Net</b></p>	<ul style="list-style-type: none"><li>• 586 Cars Sold</li><li>• \$2,063,892 Gross</li><li>• \$388,216 Ad Costs</li></ul> <p><b>\$1,675,176 Net</b></p>	<ul style="list-style-type: none"><li>• 463 Cars Sold</li><li>• \$1,711,711 Gross</li><li>• \$274,800 Ad Costs</li></ul> <p><b>\$1,436,911 Net</b></p>

As clearly illustrated above, a successful Special Finance Department is extremely lucrative. With our program you will see instantaneous results equal to the above in addition to your current business.

