



ELITE

PROFESSIONAL SALES & MARKETING SERVICES
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**OEM PARTS DEPARTMENT
OUTSIDE SALES & MARKETING
REPRESENTATION PROGRAM**

Corporate History

- ✓ **25 Years of Professional Service:** Elite Sales & Marketing was first started as Coast Automotive Group in 1986 by Jeff Franco and Ray Navarro in San Fernando Valley, California
- ✓ **Experience that Counts:** Represented over 150 dealers across California, Nevada, Arizona, and New Mexico
- ✓ **Moving the Industry Forward:** Mr. Franco served three terms as the President of the Arizona Collision Craftsman Association, and eight consecutive years as Board of Directors Member for the California Auto Body Association, Palm Springs, CA Chapter; and continues to be heavily involved in the promotion of original parts in the collision/repair industry to major insurance providers

Corporate History

- ✓ **New Partnership for the Future:** The untimely death of Mr. Navarro left Mr. Franco with a void to be filled. In 2010 the befriending of a young and hungry marketing and business professional was the beginning of a bright, aggressive future for the re-branded Elite Sales & Marketing Group

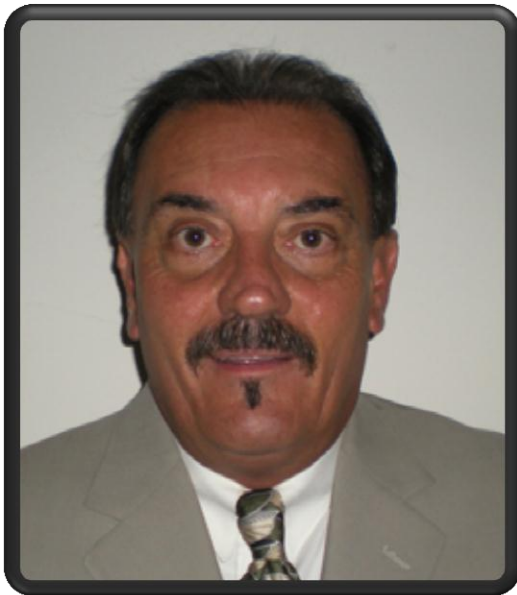
- ✓ **Expertise Where it Counts:** Elite professionals have a diverse background to maximize the sales and marketing potential of their clients
 - ✓ 35 Years Sales Experience
 - ✓ In-house Marketing Department with over 15 Years of Automotive Experience
 - ✓ In-house Social Media Experts to Maximize Marketing Campaigns
 - ✓ In-house Graphic Design/Printing/Promotional Products

Corporate History

- ✓ **Success in Structure:** Taking over six months to perfect the program, business structure, and approach to market, Elite Sales & Marketing utilizes a time test structure for professional, customer first sales and marketing approach. Additionally, the Elite Team works with industry associations to grow the strength of the industry through a joint effort to launch a Collision division of the TIAA.

- ✓ **Growing with Results:** Elite team of professionals has grown the sales of their dealers month over month. With their dedicated efforts, and proven ability to grow sales, Elite has grown its territories in Texas:
 - ✓ Four territories; DFW, Houston, San Antonio, and Austin
 - ✓ Average of 35% increase in sales in the first six months
 - ✓ Over 50 Dealers represented in the Texas Region

Meet the Team

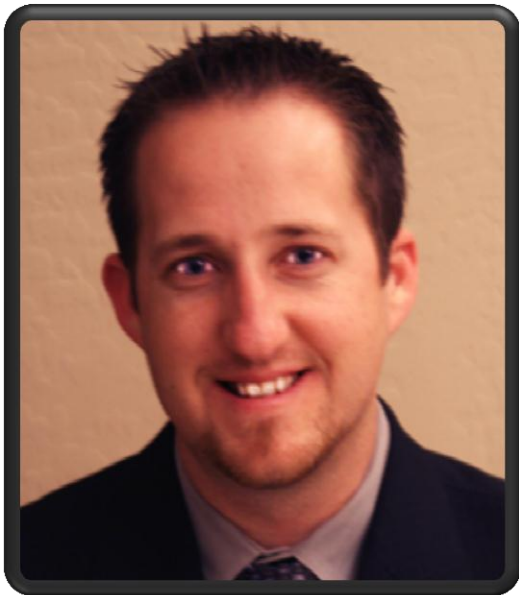


Jeff Franco

Scottsdale, AZ
Co-Founder / President

Mr. Jeff Franco started in the automotive industry in 1976. Working for Southstar Ford in San Bernardino, California, Mr. Franco worked his way through the warehouse to become the Parts Manager in 1985. Managing 63 people, 29 delivery trucks and growing sales to 2.8M a month in parts sales, Mr. Franco was quickly promoted to Parts and Service Director. The experienced gained at Ford led Mr. Franco successfully partnered with Ray Navarro to grow Coast Automotive Group to over 150 dealers in the Southwest. During the rise of Coast, Mr. Franco was actively involved in national Collision Associations and Insurance Company Boards advocating the safety and fitment of OEM Parts, attending CIC(Collision Industry Conference), NACE and others. These efforts continue today

Meet the Team



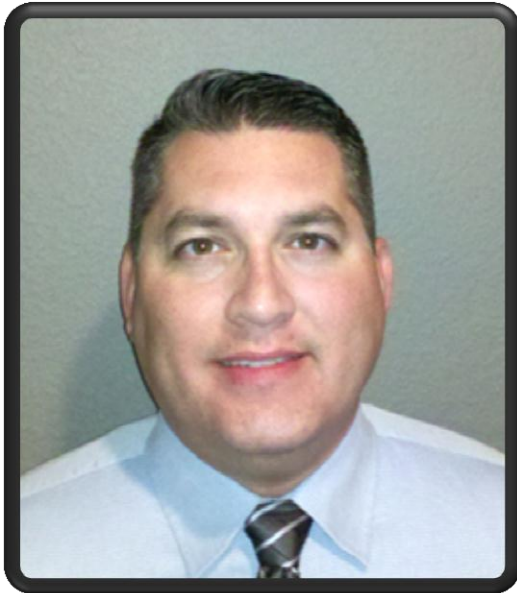
Dustin Hamby

Scottsdale, AZ

Co-Founder / CFO-CMO

One of Arizona's Top 35 Entrepreneurs, Under 35, Mr. Dustin Hamby has a proven track record of successful start-up Companies for over 13 years. Mr. Hamby has been working in the automotive industry for over eight years, with the focus of those efforts on the sales and marketing in the wholesale accessories sector. The drive for excellence is the number one force that directs the decisions, and methodologies that are used in creating a success foundation for business. Mr. Hamby has owned and operated businesses in multiple industries including advertising, promotional materials, print, and video production. The drive for constant and never ending improvement took Mr. Hamby's last company from a start-up to over \$6mm in annual sales in less than 3 years.

Meet the Team

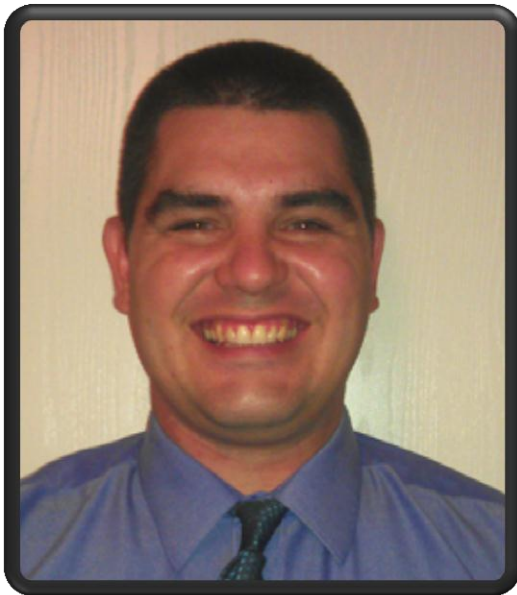


Phillip Torres

Dallas / Fort Worth
Regional Manager – Texas

Mr. Phil Torres started at Beck Imports in Bedford, Texas in 1997. Moving up through the ranks as a warehouse manager to the shop counter as a parts specialist, Mr. Torres has gained valuable experience in every aspect of the parts wholesale business. In 1999 Park Place purchased Beck Imports and in 2005 Mr. Torres became the Assistant Parts Manager for Park Place Mercedes-Benz. In 2011 Mr. Torres joined the Elite family and quickly grew the Dallas /Fort Worth territory through hard work and successfully closing more business for his dealers. Mr. Torres skills and knowledge of the OEM wholesale industry lead him to become the Elite Regional Manager for the Central US Territories.

Meet the Team



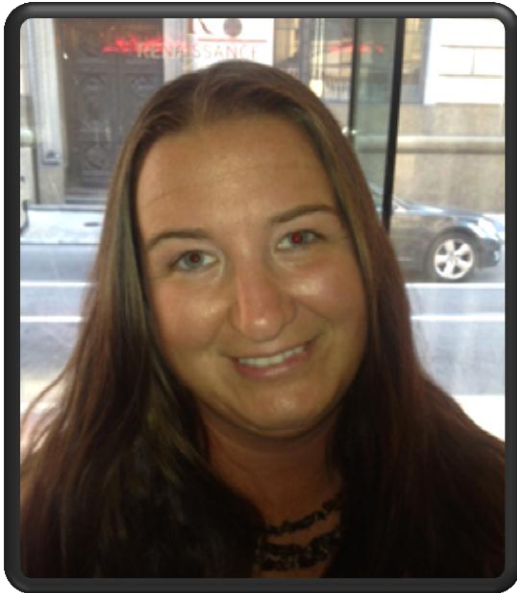
John Minturn

San Antonio, TX

Sales & Marketing Executive

Mr. John Minturn is a focused, highly motivated, and detail oriented professional that has been working in the automotive industry for ten years. A US Navy veteran, Mr. Minturn holds a BA Degree in business administration and has over 6 years of B-2-B direct marketing experience. Working as a Ford parts salesman for the last eight years, Mr. Minturn joined the Elite family in late 2011 to expand our business into the San Antonio territory. Mr. Minturn has grown San Antonio to the largest territory in the Texas region in record time. His dedication to improving the industry through active efforts in multiple associations, networking, and hard work has provided Elite dealers with continued sales growth.

Meet the Team



Amanda Pasero

Houston, TX

Sales & Marketing Executive

Ms. Amanda Pasero has been working in the automotive industry since 1998. Starting as a service writer for the first two years of her career, Ms. Pasero gained a lot of experience in customer service and working with fleet accounts. Utilizing the experience gained in the service department, Ms. Pasero speaks to shops with core knowledge of the importance of using OEM parts over aftermarket. Many years of experience with Collision & Repair Link, fordparts.com, toyotapartsandservice.com, as well as being OSHA Certified, Ms. Pasero has the ability to support the repair and collision shops she visits on a daily basis.

Meet the Team



Jessica Dingle

Austin, TX

Sales & Marketing Executive

Ms. Jessica Dingle came to the Elite family as a focused, tenacious sales professional with over twelve years of experience in the automotive industry. Educated at the University of Hawaii, Ms. Dingle's laid back, customer focused approach helps her build a strong rapport with key decision-makers very quickly. Starting in the OEM wholesale industry in Houston, Ms. Dingle quickly moved up the ladder becoming a Regional Account Manager for GM and their Trac Rac and ADI programs. Training Dealers and marketing OEM programs throughout her five years with GM, gives Ms. Dingle a unique perspective on OEM parts wholesale. Her knowledge, work ethic, and personality has proved a winning combination in the growth of the Austin territory since her joining the Elite family.

Meet the Team



Robin Moe

Phoenix, AZ

Sales & Marketing Executive

Ms. Robin Moe brings over 24 years of experience in the automotive industry to the Elite family of professionals. A driven woman with a friendly touch, Ms. Moe started her own sales and marketing business in 1998 representing dealerships and several smaller businesses in the Phoenix, AZ area. Working with recycled parts providers, body shops, transmission shops, and mechanical shops Ms. Moe built lasting relationships with many inside the industry over the ten years she ran her business. Ms. Moe's customer first approach, vast experience in the industry, and friendly personality make her a driving force to increase sales for every Elite client that she represents.

Elite Sales & Marketing Service

- ✓ **Outside Sales Representation**
- ✓ **Parts, Service, & Collision Shop Marketing Campaigns**
- ✓ **Customer Service Rating/Reporting (“CSI”)**
- ✓ **Daily/Weekly Sales Reporting**
- ✓ **Online Directory and Business Profile**
- ✓ **Networking Events**
- ✓ **Wholesale Phone Service/Call Tracking**
- ✓ **Marketing/Promotional Consulting**
- ✓ **Optional: Parts Delivery Services**

Service Benefits

- ✓ **NO ANNUAL SALES CONTRACTS:** Elite works on a month to month basis, eliminating any long term contracts
- ✓ **Professional Sales Staff:** ALL Elite sales representatives have over 10 years of working experience in the Automotive Parts & Service industry
- ✓ **NO Sales Commissions:** We have a pay plan which includes Elite Sales and Marketing commission program that pays our sales staff on how they perform for you!
- ✓ **NO Increase Representative Fees:** When our sales team increases your business we NEVER increase our fees to you

Service Benefits

- ✓ **NO Sales Team Overhead:** Elite Sales & Marketing supplies all of our sales professionals cell phones, laptop computers, fuel, insurance, and 401K programs. If we entertain any accounts, its on us. This eliminates any unforeseen expenses to you!
- ✓ **Experienced Marketing Team:** The Elite service contract comes with a dedicated marketing team that manages, maintains, and creates new marketing programs on a monthly basis. Using information gathered from marketing programs in our multiple markets, Elite's marketing team has the experience and resources to provide successful marketing campaigns.
- ✓ **Customer Service Reporting:** Monthly CSI Reports will be given to Parts Managers to help evaluate and improve customer service

In the News

6 JULY 2012 AUTOBODY NEWS | www.autobodynews.com



Birmingham, AL, Shop Owners Drop State Farm's Select Service Due to PartsTrader

by Melanie Anderson

Several Birmingham, AL auto body shops have dropped State Farm rather than be forced to use its new PartsTrader assessment software within its Select Service Program. Auto body shops in Birmingham are located in one of four test markets where the pilot PartsTrader program, an online parts ordering/bidding software system developed by a New Zealand firm, is being tested.

Usage of the PartsTrader software has been required by State Farm in four test markets nationwide: Tucson, AZ, Birmingham, AL, Grand Rapids, Mich, and Charlotte, NC. Approximately 10 percent of State Farm Select Service shops are participating in the pilot.

According to a report released by the Automotive Service Association (ASA), 17 Select Service shops in Birmingham, AL, removed themselves from the program prior to any registration or use of the application.

"We are in a pilot—a pilot is still a process where you are learning," said George Avery, a Property & Casualty Claims Auto Consultant who has been with State Farm for 33 years.

"We had an unfortunate incident in Birmingham because some repair facilities decided to leave the Select Service program before we even got there. They made that decision before the pilot was even over or without even trying the tool, but that was a decision they felt they needed to make."

See *Birmingham Exam*, Page 24

State Farm PartsTrader Issue Resuscitates Mississippi Collision Repair Association

by Melanie Anderson

Anger over the proposed State Farm PartsTrader program revived a sleeping giant in Mississippi, revitalizing the previously dormant Mississippi Collision Repair Association, which met on May 23 for the first time in many years.

"Due to many factors, our association as been inactive for almost eight years," said Chad Smith, treasurer of the Mississippi Collision Repair Association and co-owner of Smith Bros. Collision Center with two locations in Brookhaven and McComb.

"But the new State Farm program has re-ignited our association's fire?"

The years may have gone by in comfort and complacency, but in



The Mississippi Collision Repair Association met on May 23 for the first time in 8 years, with special guest Attorney General Jim Hood in attendance.

controversy and negativity surrounding-

See *Mississippi Exam*, Page 31

Rhode Island's Auto Body Legislation Called "Great Consumer Bill" but Decried by Insurers

Insurance companies are pushing for Rhode Island Gov. Lincoln Chafee to veto a bill passed by the General Assembly which is currently on the governor's desk. The bill would allow auto body shops to directly sue insurers for reasonable reimbursement. Insurers are trying a veto to prevent a flood of lawsuits.

The legislation was originally sponsored by the Auto Body Association of Rhode Island (ABARI) and sought by body shop owners, including the father and sister of state Rep. Peter Petrarca. It cleared its final legislative hurdle at 3:00 am on the final day of

the legislative session.

Representatives from auto body shops say the bill is about equity. They claim they don't have a chance to set their own rates because insurance companies refuse to negotiate.

"It shouldn't cost the consumer anything that's not what it's about. The

issue is more about getting the insurance companies to actually negotiate as opposed to taking a take it or leave it stance, which some of them currently do," said Randy Battella, president of the Auto Body Association of Rhode Island.

See *Great Consumer Bill*, Page 34

Columnist David M. Brown starts a new series of articles on Nationwide Technician Training for Collision Repair Students. Special to *Autobody News*. see p. 44

We asked BMW North America: What Does it Take to Become a BMW Certified Collision Repair Center? Why there are only 69 in the US... see p. 16



CCC's Director, Industry Analyst, Susanna E. Gotsch addresses Disruption as the New Normal—Macro Trends in the Industry Special to *Autobody News*

see p. 40

TIAA Hosts Jeff Franco, PartsTrader Discussed

Approximately 40 members of the Texas Independent Automotive Association met May 23 at Pompeii Italian Grill in San Antonio. The two-hour collision-specific meeting hosted guest speaker Jeff Franco, president of Elite Sales and Marketing Group, Inc., based out of Scottsdale, AZ and past president of the Arizona Collision Association.

Franco spoke to the group of shops and vendors about how being a member of an association can be beneficial to shops and promote a positive future for the collision industry. This meeting marked the first gathering that was focused specifically for collision shops.

"The meeting was based upon my passion and the importance of belonging to an auto body association," said Franco. "Some of the highlights that were discussed included state legislation representation and voicing opinions on issues like the State Farm PartsTrader Program. Working in Texas, I quickly saw that there was very little unity within the collision shops and their frustrations with dealing day-to-day with insurance companies. I saw what the TIAA had accomplished for the mechanical shops and saw the need for a collision association in the

entire state. Myself, along with TIAA, look forward to also opening up chapters in Austin, Dallas and Houston."

About Jeff Franco

Franco was very involved with the California Autobody Association, Ontario Chapter and helped start the Palm Springs Chapter in the early 1990s. In 1993, he moved to Scottsdale, AZ to work for Raintree Autobody as a marketing professional. He was also vice president of Coast Automotive Group. In 1993, he was elected membership director of the Arizona Collision Craftsmen's Association and set up chapters in Tucson and Flagstaff. In 1996, the Phoenix chapter became the State Board and he was asked to run for state president to oversee all chapters. He was the state president 1996–1998. As the current president of Elite Sales and Marketing Group, he has opened offices in Dallas, Austin, San Antonio and Houston. The company represents over 60 new car dealer parts departments in Texas for collision shops and mechanical shops promoting the use of OEM parts. For more information, contact Jeff at (602) 577-6520 or visit www.elite-dealers.com.

Testimonials

ANCIRA VOLKSWAGEN

“My rep, John Minturn, is very professional in all aspects of our business. Very detail oriented and customer service intensive. He is an asset to Elite Marketing and my wholesale program as well.”

Tracy Townsend
Parts Director
Ancira Volkswagen
San Antonio, Texas
210-681-5050 Office
610-684-5303 Fax

Testimonials

SOUTH POINT KIA

“Jessica, is working very hard to get the line card into EVERY shop. She stops in places that most outside reps would pass up. She has brought back quite a few customers I have not heard from in years. Keep pounding the bricks. Her field note comments are the best yet-accurate and solid contact info.”

Thank You,
Jim Raney
SERVICE and PARTS DIRECTOR
South Point Kia
5306 IH-35 S Austin, TX 78745
Office: 512-416-3660

Testimonials

STERLING McCALL ACURA

“Our ELITE Sales Representative Amanda Pasero is outstanding! Her detailed contact reports assist us with marketing follow-up and provide valuable insight regarding our competitors.”

Best regards,
Rick Kahl
Parts & Service Director
Sterling McCall Acura
713-596-2326 Office
713-988-8059 Fax

"SERVICE is our most important PART"

Testimonials

RED McCOMBS TOYOTA

“When first approached to enlist the services of Elite Marketing I immediately liked their approach to the marketplace. But I knew that in our market it had to be the right person in order to be successful. The right person was chosen in John Minturn. He has made proven himself time and again to be the right choice. The proof; our wholesale business has grown consistently month to month thanks to the good work of John Minturn and the staff at Elite Marketing.”

Patrick Scoggins
Parts Director
Red McCombs Toyota
210-357-1620 Office
210-530-3037 Fax

Testimonials

HUFFINES DODGE/CHRYSLER/JEEP

“Phillip has done a great job representing Huffines all the customers tell me he is very professional and understanding about their time does not waste it but make sure they are getting the service the deserve

Also come to our store and talks with the wholesale guys I have and make sure if they have a new customer he wants to go and visit them checks in on a regular basis see what we have going on always upbeat and great guy very positive always smiling and we are glad to have him on our TEAM!!!!”

Thank you

Randy Rogers

Parts Director

Huffines Dodge/Chrysler/Jeep

866-522-5136 Office

469-467-1655 Fax

Testimonials

VANDERGRIFF CHEVROLET

“Phillip Torres has been a great addition to our team here at Vandergriff Chevrolet. I have seen that his friendly personally has allowed us to get into contact with some shops that could have turned him down and us as well if it was either wise. I have seen that when I call to check up on the shops on our call sheets that we receive from Phillip I hear good things from his visit. I believe that's the ice breaker into getting into a shop, and Phillip is representing us and all of the other stores on the line card very well. He's very good at what he does and our team and I look forward to continue to work with him.”

Jonathan Maldonado
Vandergriff Chevrolet Parts
817-299-2354 Office
817-299-2392 Fax

Service Costs

✓ **TIER I:**

\$1,400 / month

- ✓ Chevrolet/GMC/Cadillac/Buick
- ✓ Ford/Lincoln Mercury
- ✓ Toyota/Scion
- ✓ Dodge/Chrysler/Jeep
- ✓ Nissan
- ✓ Honda

✓ **TIER II:**

\$1,000 / month

- ✓ Mercedes Benz
- ✓ BMW

Service Costs

✓ **TIER III:**

\$800 / month

- ✓ Infiniti
- ✓ Lexus
- ✓ Acura
- ✓ Jaguar
- ✓ Range Rover
- ✓ Volkswagen
- ✓ Volvo
- ✓ Porsche
- ✓ Audi
- ✓ KIA
- ✓ Hyundai

✓ **TIER IV:**

\$600 / month

- ✓ Suzuki
- ✓ Subaru
- ✓ Mazda
- ✓ Mitsubishi
- ✓ Fiat
- ✓ Mini Cooper

Service Costs

- ✓ **Extended Territory:** **\$200 - \$500**
 - ✓ For dealerships looking for an extended reach outside of the standard territory map
 - ✓ Depends on the mileage required to reach the request service are

- ✓ **Additional Sales Services:**
 - ✓ Body Shop Representation \$500 / month
 - ✓ Service Department Representation \$400 / month