

OUR PURPOSE

To provide a program that exceeds our customers' expectations and maximizes their opportunity for **Advancement**.



THE DRIVE FORWARD!

TUESDAY, MAY 20TH, 2025 - VOLUME 5

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About our newsletter: This newsletter is designed to inform the entire franchise system. Our goal is to provide an additional forum to communicate changes, distribute information, highlight statistical data, and address items of interest.



A MESSAGE FROM MIKE ONDA

Hello everyone –

Last week we hosted an Owner's Bootcamp in Dallas, Texas. Ben Goodman, Kelly Phillips and the entire Executive Franchise Consulting team (Jen Kier, Brett Johnson, Jared Wynn and Tim Bullock) put together a day and a half of information and tools to help the Franchisees that attended drive positive operational changes at their dealerships. The overarching focus was on the Three Circles of Profitability (True Gross Profit, Charge off as a % of the Portfolio and Overhead per Unit), but all areas of the business were discussed and dissected from sales and marketing to vehicle service to all things CNAC. As in all our meetings the attendees also shared their perspectives and key insights with their fellow Franchisees. Overall, it was time well spent for everyone and we look forward to continuing to use our collective strengths at the upcoming July 20 Group meeting in Chicago, Illinois.



After the event ended Ben, Kelly, Jen, Brett, Jared, Tim, and I attended the Professional Bull Riders' (PBR) competition as a team building event. If you haven't seen professional bull riding, I highly recommend it. We watched a dozen competitors each attempt two rides. They had to stay on the bull for eight seconds before scoring even began. Only two of the riders achieved that twice. Every single rider was ultimately bucked from a 1,700+ pound bull at the end of each attempt. It was impressive and exciting.

One of the more interesting things to witness was that while each bull bucked hard, fast, and often – some of the bulls were visibly more agitated than others and seemed even more difficult to ride. That meant that not everything was "fair" or under the riders' control. They each understood that and focused on controlling what they could control instead of making excuses or giving up. I thought that was a good lesson for all of us – often in this business, or life in general – it can feel like the odds are stacked against us. They say that life is 10% what happens to you and 90% how you respond to it – that's what I saw that night in Texas and that's what we all can do day to day here at Byrider. Just like the determined riders at the PBR competition, we may face challenges beyond our control, but our focus and resilience define our success. By supporting each other and sharing our collective wisdom, we strengthen the Byrider system and drive our dealerships toward greater achievements.

Warm regards,

Mike Onda

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INDUSTRY ARTICLE

LANE WATCH: ALL 22 VEHICLE SEGMENTS RISE IN VALUE FOR FIRST TIME SINCE NOVEMBER 2021

By: Auto Remarketing Staff

There might be several used-car managers or buyers for a dealership or group who began a sentence recently with some salty language, followed by, "This feels like 2021."

Black Book reported that all 22 vehicle segments that analysts monitor in the wholesale market increased in value last week. It's the first time that's happened since November 2021.

That situation propelled overall wholesale prices to rise 0.63% last week, according to the newest installment of Market Insights released by Black Book on Tuesday.

"The rise in the wholesale market and heightened activity in the lanes resemble conditions from four years ago, when the industry faced challenges related to new-vehicle inventory availability," analysts said in the report.

Black Book reported car values jumped by 0.72% and the truck prices moved 0.60% higher last week. That's the highest increase for the respective segments so far this year.

And buyers are raising their hands and clicking buttons since analysts determined last week's auction conversion rate came in at 62%.

"The auction conversion rate continues to hold strong despite a 3% decline last week and a slight increase in overall auction inventory," Black Book said. "Over the past eight weeks, conversion rates have consistently ranged between 62% and 66%."

"This sustained performance reflects a resilient market, as demand remains solid amidst fluctuating conditions," analysts added.

Black Book also touched on the retail side of things in Market Insights. Analysts said the estimated used retail days to turn is now at roughly 39 days, which is the lowest point so far in 2025.

Black Book saw this retail trend sink to this level for a couple of weeks in April of last year. It did not drop below 42 days at all in 2023, rising to as high as 53 days during the summer of that year.

Summer this year remains a few weeks away from officially arriving, but prices for some specific segments certainly are getting hot.

Black Book watched values for midsize cars spike 1.22%, marking the first time prices for those units increased by more than 1% in a single week since October 2021.

"Deviating from typical trends," analysts noted that prices for prestige luxury cars rose 0.47% last week, representing the largest single-week increase for the segment since April 2022.

And perhaps with potential buyers looking for versatility, Black Book pointed out that the two truck segments with the greatest price increases last week included compact crossovers (up 0.99%) and sub-compact crossovers between 2 and 8 years old (up 1.02%).

While the auction scene continues to mimic 2021, Black Book reiterated, "As always, our team of analysts is focused on keeping their eyes on the market for developing trends and gathering insight."



<https://www.autoremarketing.com/ar/wholesale/lane-watch-all-22-vehicle-segments-rise-in-value-for-first-time-since-november-2021/>

TRAIN-THE-TRAINER RECAP

APRIL'S TRAIN THE TRAINER COVERED ARE 5.0 WHY THE CHANGE?

ARE 5.0 WHY THE CHANGE?

The transition to ARE 5.0 reflects our commitment to evolving with the needs of our business and customers. The changes were driven by both market shifts and technological improvements, including:

- ▶ *Inclusion of a Recent Repossession Segment for better credit profiling.*
- ▶ *Scoring validated against post-COVID analysis, ensuring models remain reliable in today's market.*
- ▶ *Equifax data is now the only credit bureau used for scoring, providing a broader and more accurate data set.*
- ▶ *An updated Customization Page and Decision Status Screen for improved usability.*
- ▶ *Program declines will now score based on their tier score, offering a clearer risk evaluation.*
- ▶ *Introduction of a new Budget Page to enhance financial analysis capabilities.*

These enhancements aim to improve efficiency, accuracy, and the user experience across the board.

EVOLUTION OF ARE

We explored how the ARE platform has developed over time—from the foundations in version 3.0 to the more robust, flexible system in 5.0. These updates are designed to support better decision-making and streamline workflows.

KEY CHANGES: 3.0 VS. 5.0

Some of the most notable improvements include:

- ▶ *Enhanced Customization Page for more tailored underwriting solutions*
- ▶ *Updated Decision Status Screen offering clearer, real-time insights*
- ▶ *A revamped Budget Screen for better financial overviews*
- ▶ *Down Payment Changes that simplify calculations and increase transparency*

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TIP OF THE MONTH

MASTERING INCOME CALCULATION WITH ARE 5.0

As Byrider continues to roll out the enhanced ARE 5.0 model across our network, one of the most impactful improvements lies in how we evaluate a customer's true ability to afford a vehicle. At the heart of this evolution is **Budget Analysis**, a way to calculate income and understand disposable income.

Here's how ARE 5.0 makes income calculation more effective:

WHY IT MATTERS

In the world of subprime auto financing, **accurate income assessment is critical**. The ability to match a customer with the right car, payment, and down payment plan hinges on how well we understand their financial picture. ARE 5.0 supports this with a structured budget page that ensures consistency, accuracy, and better customer outcomes.

STEP-BY-STEP INCOME EVALUATION IN ARE 5.0

1. Ask the Right Questions

Begin by gathering the **customer's average monthly net income, check amount, and hourly rate**. Include all verifiable income sources, including employment, SSI/SSD, or any additional support they wish to disclose.

2. Verify and Document

It's essential to **verify all sources of income**. Establish acceptable proof requirements and collect documentation—pay stubs, benefits letters, etc. This not only ensures compliance but also builds confidence in the deal structure.

3. Separate Income Roles

- ▶ **Buyer**: Must account for their individual income and personal share of expenses.
- ▶ **Co-Buyer**: Shares both income and household expenses with the buyer.
- ▶ **Co-Applicant**: Treated independently—acts as a guarantor and budgets separately.

4. Build the Budget with Minimums

Evaluate the customer's full financial landscape:

- ▶ **Rent and utilities**
- ▶ **Food and prescriptions**
- ▶ **Auto insurance and gas**
- ▶ **Any other recurring expenses (child care, sports, credit accounts, etc.)**

TIP OF THE MONTH

MASTERING INCOME CALCULATION WITH ARE 5.0

5. Management should review minimums for vehicle repair, internet, CNAC payments, and more to ensure no gaps.

6. Determine Disposable Income

Once all expenses are subtracted from the net income, ARE 5.0 calculates **disposable income**, the most accurate predictor of whether the customer can afford their vehicle payment. A minimum threshold (e.g., \$200) may be required to proceed.

HOW TO USE THE CNAC INCOME CALCULATOR IN DISCOVER

The **Income Calculator** in Discover is an essential tool for verifying a customer's financial capacity accurately and consistently. It's located under the **Interview Questions tab** and is designed to capture every source of income in a structured, step-by-step format. Here's how to use it effectively:

1. Enter Employment Details

For each job or income source, select the appropriate type—hourly, salaried, or other. Enter the number of hours worked per week and the pay rate. For salaried individuals, use the gross monthly income. The calculator will automatically compute the total monthly net income based on these values.

2. Include All Additional Income Sources

Make sure to document all income streams the customer wants considered.

3. Verify Everything

Input fields should match the customer's proof of income (e.g., pay stubs, award letters). Always cross-check amounts and frequency. If the income varies, calculate a reliable average and note it clearly.

4. Review the Total Net Income

At the bottom of the calculator, the system summarizes all income sources to produce a verified Total Net Monthly Income. This figure is critical—it feeds directly into the budget analysis and influences the down payment, vehicle recommendation, and approval terms in ARE 5.0.

By standardizing how income is input and calculated, the Income Calculator ensures that underwriters across all stores follow the same process. This reduces subjectivity, avoids overstatement of income, and builds deals on a solid financial foundation. Used correctly, it protects both the business and the customer by ensuring that payment terms are genuinely affordable.

Income Calculator Instructions

MAJOR MILESTONES (ANNIVERSARIES)

CONGRATUALTIONS ON 10 YEARS!

- ▶ **CT103 - Meriden - 5/11/2015**
- Jeffrey Merriam and Jill Dulitsky



CONGRATUALTIONS ON 1 YEAR!



- ▶ **TN111 - Murfreesboro - 5/1/2024**
- Garber and Dodson

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RANKINGS

TOP 25 LOCATIONS - APRIL

TOP 25 STORES THROUGH APRIL 2025

RANK	LOCATION	STORE	CITY, STATE	GROUP
1	OH140	OH130	Mansfield, OH	McPhie / Barrett
2	IN127	AR103	Terre Haute, IN	Enderlin / Aldridge
3	WI114	WI114	Wausau, WI	Kocourek / Freiboth
4	MO109	IA109	Springfield, MO	Larson / Sleeth
5	IA104	IA109	Burlington, IA	Larson / Lee
6	KY109	AR103	Bowling Green, KY	Enderlin / Aldridge
7	MO113	IA109	Joplin, MO	Larson / Sleeth
8	AR102	AR102	Springdale, AR	Hanson
9	OH148	OH130	Canton, OH	McPhie / Barrett
10	OH152	OH130	Ashtabula, OH	McPhie / Barrett
11	SC115	SC105	Greenville, SC	Gandolfo
12	SC114	SC105	Charleston, SC	Gandolfo
13	OH142	OH130	Wooster, OH	McPhie / Barrett
14	IA109	IA109	Davenport, IA	Larson / Lee
15	IN116A	IN116	Richmond, IN	Wagner / Gerhart
16	IA110	IA109	Des Moines, IA	Larson / Lee
17	SC105	SC105	Columbia, SC	Gandolfo
18	OH130	OH130	Akron, OH	McPhie / Barrett
19	IN116C	IN116	Bloomington, IN	Wagner / Gerhart
20	MI115	KY103	Petosky, MI	Anderson/France
21	ID101	ID101	Garden City, ID	Chalfant
22	ID102	ID101	Nampa, ID	Chalfant
23	PA116	PA116	Palmyra, PA	Lewis
24	MI109	MI109	Traverse City, MI	Marsh
25	IN125	LA109	Kokomo, IN	Boyce



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TOP PERFORMERS

TOP SALES LOCATIONS - APRIL 2025

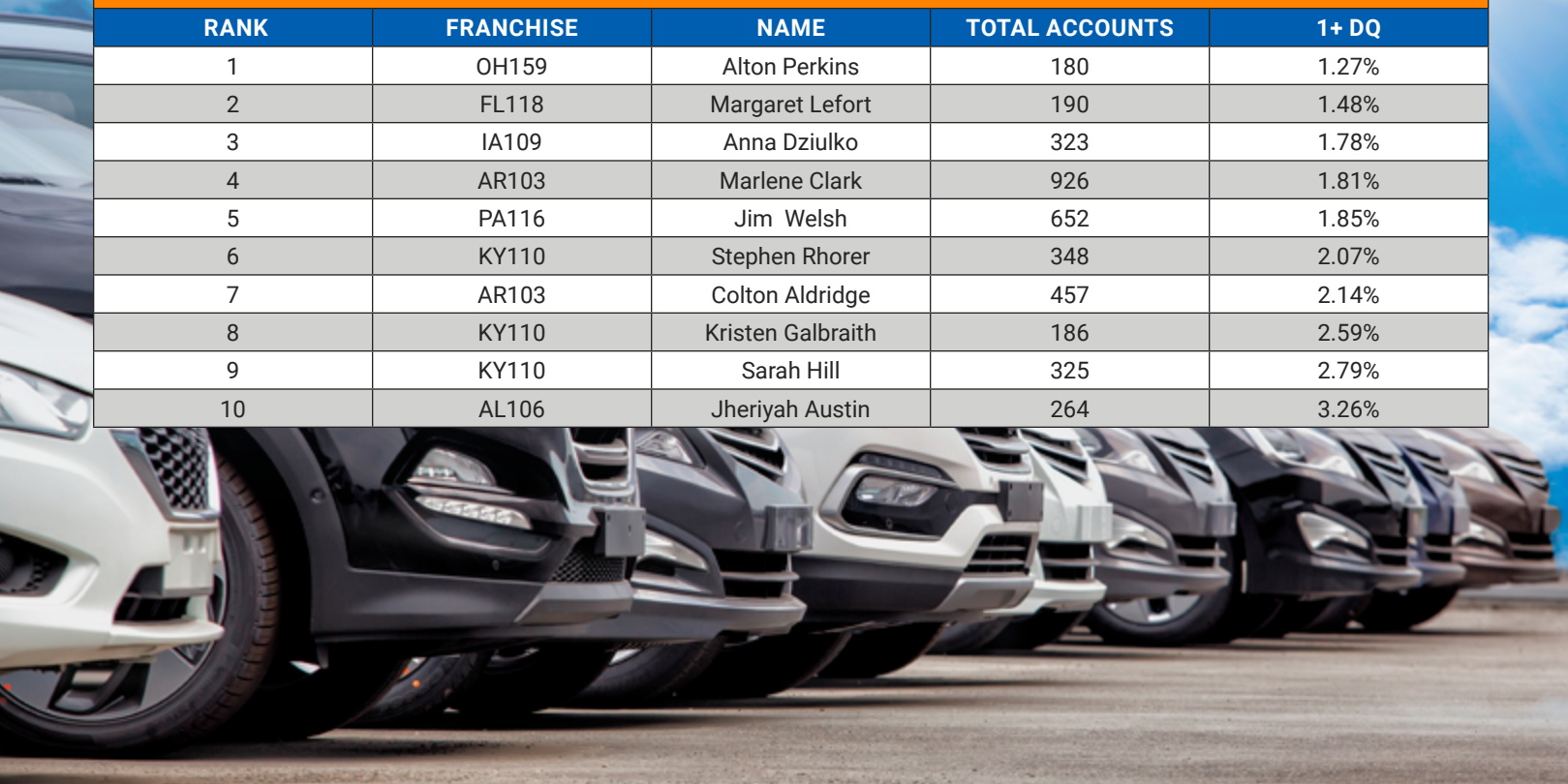
RANK	FRANCHISE	LOCATION	CITY	SALES
1	OH159	PA124	Monroeville, PA	50
2	NC112	NC112	Charlotte, NC	39
2	OH130	OH140	Mansfield, OH	39
4	WI101	WI102	Milwaukee, WI	38
5	IN116	IN116H	Evansville, IN	37
5	IA109	IA110	Des Moines, IA	37
7	IL115	IL133	Bloomington, IL	36
7	AR102	AR102	Springdale, AR	36
7	OH159	OH161	Boardman, OH	36
10	IL115	IL125	East Dundee, IL	35

TOP SALES ASSOCIATES - APRIL 2025

RANK	FRANCHISE	LOCATION	NAME	SALES
1	IL115	IL133	Dusty Kaster	45
2	IN116	IN116A	Ladd Gorby	29
3	IN116	IN116B	Logan Lunsford	28
4	OH159	OH161	Jeremiah Vega	27
5	TX118	TX118	Amadou Kane	26
5	MI109	MI116	Brent Pickle	26
5	TX112	TX114	Matt Milling	26
5	MI109	MI113	Steven Hutchison	26
9	IA109	IA110	Jeff Adams	25.5
10	OH128	WV105	Michelle Williams	25
10	AR103	AR104	Patrick Byford	25

TOP COLLECTORS - APRIL 2025

RANK	FRANCHISE	NAME	TOTAL ACCOUNTS	1+ DQ
1	OH159	Alton Perkins	180	1.27%
2	FL118	Margaret Lefort	190	1.48%
3	IA109	Anna Dziulko	323	1.78%
4	AR103	Marlene Clark	926	1.81%
5	PA116	Jim Welsh	652	1.85%
6	KY110	Stephen Rhorer	348	2.07%
7	AR103	Colton Aldridge	457	2.14%
8	KY110	Kristen Galbraith	186	2.59%
9	KY110	Sarah Hill	325	2.79%
10	AL106	Jheriyah Austin	264	3.26%



ASSOCIATE SPOTLIGHT

JEN KIER—EXECUTIVE FRANCHISE CONSULTANT



I joined Byrider back in 1997, starting as a Franchise Accounting Consultant. It was a great way to get a solid understanding of the financial side of our franchise operations. From there, I moved into a Franchise Analyst role, where I dove deeper into performance and operational details for our locations. During this time, I also worked closely with the IT department on major projects, like the nationwide rollout of the Discover program and implementing a new accounting system. These experiences really helped me understand both the business and technology aspects of Byrider.

In 2014, I shifted over to operations. I began as a Franchise Operations Manager, supporting our franchisees with their day-to-day and strategic planning. In 2021, I was promoted to Senior Director of Franchise Operations. In that role, I focused on leadership and developing

operational strategies to enhance the success and profitability of our franchise partners. Currently, I'm an Executive Franchise Consultant with Byrider Franchising Partners. I use my experience to provide high-level support and strategic guidance to our franchisees, building strong relationships and helping them succeed within the Byrider system.

Outside of work, I enjoy traveling and have a goal to visit all seven continents. So far, I've explored North America, Europe, and Asia. I also enjoy cruising, and I've been on 16 NCL cruises since 2012. Closer to home, I love spending my summers camping in Petoskey, Michigan, enjoying the natural beauty and relaxation it offers.

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FRANCHISEE SPOTLIGHT

Shawn Johnson began his career with Byrider in 1996 as a salesperson. Known for his drive and commitment, he advanced through roles at three different locations before becoming a General Manager. His interest in cars and operations led him to specialize in inventory buying — a skill developed through hands-on experience with technicians and auctions.

Shawn went on to manage purchasing for multiple locations and later held corporate roles in service operations. He also served as a Regional Sales Manager and Regional Sales Director, gaining a well-rounded understanding of both sales and service functions across the network.

In 2014, Shawn partnered with longtime friend Chris McPhie to co-own the Byrider franchise in Charlotte, North Carolina. As a franchisee, he brings a relationship-first approach, with a focus on educating customers about credit improvement and fostering a supportive, career-minded workplace for employees.

With nearly 30 years in the Byrider system, Shawn remains dedicated to helping customers succeed and mentoring the next generation of leaders, all while maintaining an active role in day-to-day operations. When asked what he was most proud of from the past 10 years, he said,

“I’m most proud of giving the customers an opportunity to own a good car and being a good dealership that generally cares about them and wants to help them reach the end of the program.”



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UPCOMING EVENTS

► **SAVE THE DATE: JULY 20 GROUP**

► July 14-15th | Lowes Chicago Hotel

We look forward to seeing you there for two days of valuable discussions, networking, and strategy sharing.

Register Now:

https://docs.google.com/forms/d/e/1FAIpQLSeEf-xMjCJw251SYB80b0IoM-nVTGcaf8mG_neT540r1k903g/viewform?usp=header



► **SAVE THE DATE: BYRIDER ANNUAL CONVENTION**

► November 6th-8th, 2025 | The Westin Kierland Resort & Spa, Scottsdale, AZ

We look forward to seeing you there for three days of valuable discussions, networking, and strategy sharing. Registration and more information to come.



OUR VALUES

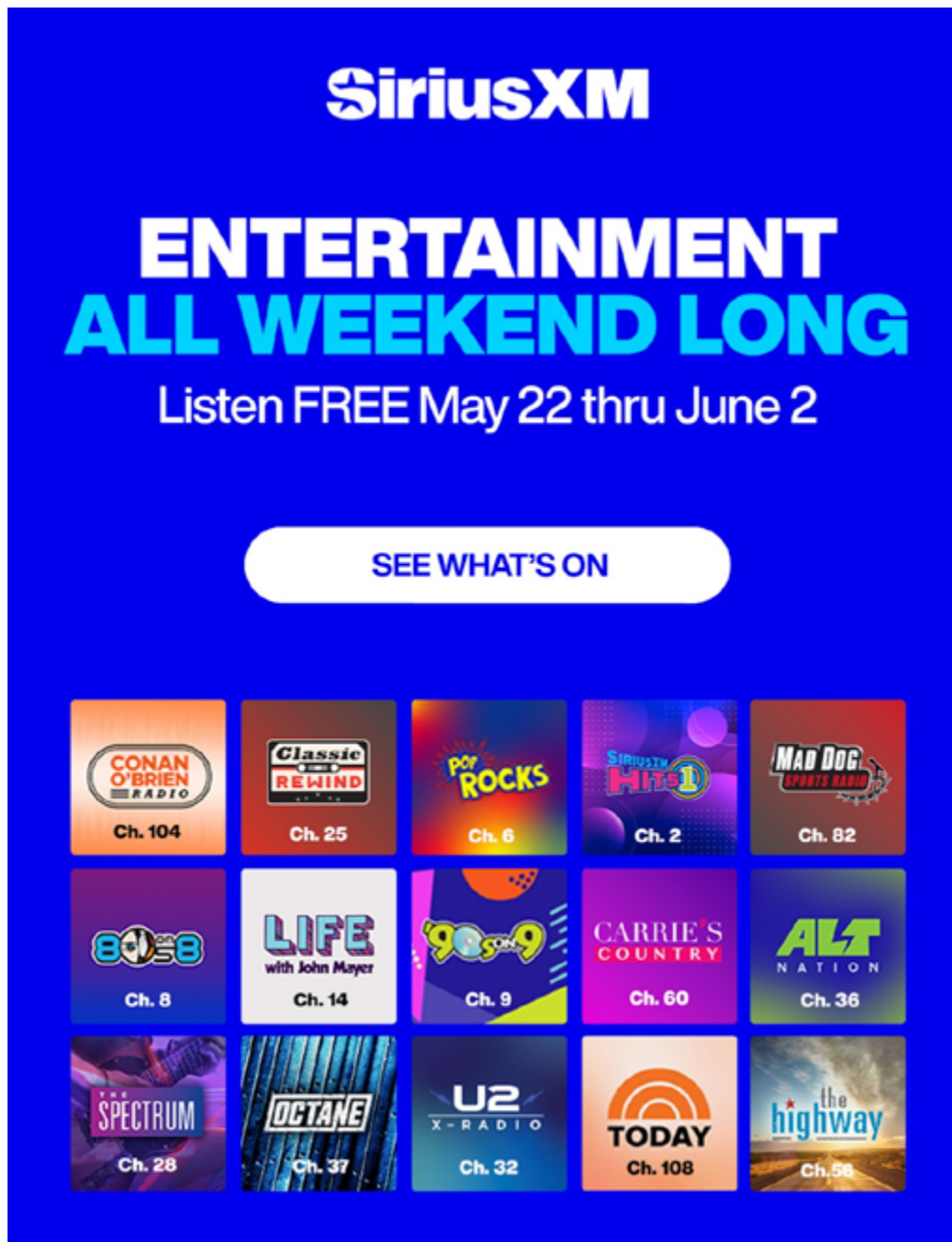
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SIRIUSXM FREE LISTENING MONTH

Tell your customers about the **SiriusXM free listening event** happening from **May 22nd through June 2nd**. If they haven't activated their subscription, they can listen for free for 12 days!

CLICK HERE:

https://www.siriusxm.com/offers/free-listen?utm_campaign=GAWB_FL_BAU&utm_source=NA_NA_GAWBFLQ225PTR-ARD_Bryder-Newsletter-Awareness&utm_medium=Partner


















A promotional graphic for SiriusXM's "Entertainment All Weekend Long" event. The background is a solid blue. At the top, the "SiriusXM" logo is in white. Below it, the words "ENTERTAINMENT" and "ALL WEEKEND LONG" are in large, bold, white and light blue capital letters. Underneath, the text "Listen FREE May 22 thru June 2" is in white. A white rounded rectangle with the text "SEE WHAT'S ON" in blue is centered below the text. At the bottom, there is a 3x5 grid of 15 SiriusXM channel logos, each with its channel number below it. The logos include: Conan O'Brien Radio (Ch. 104), Classic Rewind (Ch. 25), Pop Rocks (Ch. 6), SiriusXM Hits 1 (Ch. 2), Mad Dog Sports Radio (Ch. 82), 80s & 8 (Ch. 8), LIFE with John Mayer (Ch. 14), 90s & 9 (Ch. 9), Carrie's Country (Ch. 60), ALT Nation (Ch. 36), The Spectrum (Ch. 28), Octane (Ch. 37), U2 X-Radio (Ch. 32), Today (Ch. 108), and The Highway (Ch. 56).

SiriusXM

**ENTERTAINMENT
ALL WEEKEND LONG**

Listen FREE May 22 thru June 2

SEE WHAT'S ON

 Ch. 104	 Ch. 25	 Ch. 6	 Ch. 2	 Ch. 82
 Ch. 8	 Ch. 14	 Ch. 9	 Ch. 60	 Ch. 36
 Ch. 28	 Ch. 37	 Ch. 32	 Ch. 108	 Ch. 56

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IT UPDATE

BYRIDER'S NEW SENIOR DATA ENGINEER

Please join us in welcoming **Alyssa Durham (they/them)** as **Byrider's new Senior Data Engineer**.

Alyssa brings 9 years of experience in modernizing and optimizing data systems. They've helped companies upgrade their data architecture, improve reporting processes, and move to cloud-based platforms. Their work has empowered leadership teams to make faster, smarter decisions backed by data. Beyond their technical skills, Alyssa is known for building user-friendly systems and collaborating across teams to improve how data flows and is interpreted throughout an organization.

When not at work, Alyssa stays busy with their two young kids, Lincoln (6) and Aurora (4). They enjoy audiobooks, knitting/crocheting, and you can often find them hosting board game nights .

We're excited to have Alyssa on board and look forward to the great things to come.



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MARKETING

INTRODUCING THE GREAT LENDING EVENT FROM BYRIDER!

This summer, **Byrider Marketing** is launching a powerful new sales initiative: **THE GREAT LENDING EVENT** — and it's big news for both our previous and future customers.

During this exclusive promotion, we're inferring the compelling message: **Byrider is lending money like never before.** Which will encourage both previously turned down customers to shop again as well as entice customers that are frustrated with being turned down for a loan and haven't shopped Byrider.

WHAT MAKES THE GREAT LENDING EVENT SO POWERFUL?

This campaign is all about hope and opportunity. It's designed to attract:

- ▶ *New customers looking for a chance to get approved.*
- ▶ *Returning customers who may have been declined in the past but now have a fresh shot.*
- ▶ *Anyone who thought their options were limited — this is the event that turns "no" into "maybe," and "maybe" into "yes."*

STRONG MARKETING SUPPORT & CREATIVE TOOLS

To help you bring this campaign to life, we've developed a complete creative package:

- ▶ *In-store execution ideas to turn your showroom into a lending destination.*
- ▶ *Pre-made social media assets including static images, animated posts, and short-form video.*
- ▶ *Multiple video formats ready for:*
 - Social Media (Facebook, Instagram, TikTok)
 - CTV (Connected TV)
 - Traditional TV
 - YouTube and digital platforms

Everything has been designed to be flexible and easily adaptable to your local needs.

TIMING: MAY – JULY IS PRIME TIME

While **THE GREAT LENDING EVENT** can run any time of year, it's **perfectly timed for May through July** — when many customers are thinking about upgrading their vehicles before summer travel or back-to-school shopping ramps up.

WORK WITH YOUR AGENCIES

We encourage all Byrider locations to **collaborate with your advertising partners and agencies** to determine the best media mix and rollout plan for your store. Whether you're focusing on digital leads, in-store traffic, or brand awareness, this campaign has the tools to support your goals.

LET'S GET LENDING

With more funds to lend and the tools to tell the world, **THE GREAT LENDING EVENT** is your chance to boost sales, build relationships, and help more people get back on the road.

Talk to your team. Activate the creative. And let's make this our most successful lending season ever.

<https://www.byridermarketing.com/contenthub>

COMPLIANCE UPDATE

DESIGNATED CREDIT PROFESSIONALS (DCP)

It's Training Time for Designated Credit Professionals (DCP)! If you or your DCP have not completed the required annual training, please visit OnTrack Learning to assign and complete the course and take and pass the associated quiz.



Credit Professionals Certification (ELEARNING CreditProfCert)

This lesson is designed to educate viewers on the legal and regulatory requirements for credit reporting. It describes: the process for credit reporting;...

THREE REASONS TO COMPLETE YOUR CERTIFICATION

1. This course fulfills the requirements per the Byrider Standard: Credit Professional

Each franchise is required to appoint one employee to oversee and train Byrider and CNAC personnel on credit bureau report use, credit bureau reporting, and handling of customers' credit disputes. The appointed person will certify annually that they have completed the applicable credit bureau training. Standard Added 12/07/2015

2. To score a Yes on the Credit Bureau Reporting section of the Annual Compliance

What is Audited - "Has the location designated a credit professional to oversee credit bureau reporting?"

How we Audit - Verify that the franchise has appointed an individual to oversee and train Byrider and CNAC personnel on credit bureau reporting use, credit bureau reporting, and handling of customer credit disputes. Confirm that the credit professional has completed applicable credit bureau training annually.

3. To understand and meet your obligations regarding:

- ▶ *The Credit Professional's responsibilities*
- ▶ *Everyday credit report use*
- ▶ *Accurate credit reporting*
- ▶ *Responding to credit disputes received at your location via e-OSCAR*

ARE YOU STRUGGLING WITH PROCESSING CONSUMER CREDIT DISPUTES?

We can help! Our Credit Dispute Resolution Program allows you to focus on sales and operations while ensuring regulatory compliance. The team handles both indirect (ACDV) and direct (AUD) customer credit disputes and processes dispute notifications.

The Byrider Compliance Team is CDIA-certified in Data Furnishing, has completed extensive eOSCAR training, and attended the 2024 eOSCAR SIMPLICITY workshop, ensuring expertise in managing disputes efficiently.

For details on pricing contact **Shari Leonelli** at sleonell@byrider.com



RECRUITING

WHY DO CANDIDATES GHOST?

Candidate ghosting—when job seekers suddenly stop responding during the hiring process—is a growing challenge for employers. It's like weeds in a garden or that one sock that always disappears in the laundry—year after year, it just won't go away. Whether they disappear after an interview, ignore a job offer, or fail to show up on their first day, ghosting can disrupt your hiring plans and delay critical business operations. Understanding why candidates ghost and implementing proactive strategies can help reduce this frustrating trend.

WHY ARE CANDIDATES GHOSTING?

Ghosting isn't always a sign of unprofessionalism; in many cases, it's a response to the hiring experience. Common reasons include:

- ▶ **A Lengthy Hiring Process** – Candidates may lose interest if the hiring timeline stretches too long.
- ▶ **Better Offers Elsewhere** – With a competitive job market, job seekers often entertain multiple offers and accept the most attractive one.
- ▶ **Lack of Communication** – When employers go silent for too long, candidates may assume they've been passed over and move on.
- ▶ **Negative Interview Experience** – An impersonal or overly rigid interview process can turn candidates away.
- ▶ **Job or Company Misalignment** – Candidates may realize during the process that the role or company isn't the right fit but feel uncomfortable declining directly.



RECRUITING

WHY DO CANDIDATES GHOST?

HOW TO PREVENT CANDIDATE GHOSTING

Employers can take several steps to improve engagement and reduce ghosting:

1. Streamline Your Hiring Process

A long and complicated hiring process increases the chances of losing candidates. Evaluate your process and identify ways to reduce unnecessary steps, speed up decision-making, and keep candidates moving forward efficiently.

2. Improve Communication & Follow-Up

Stay in touch with candidates at every stage of the hiring journey. Regular updates—whether via email, text, or phone—keep job seekers engaged and demonstrate your company's commitment.

3. Offer a Positive Candidate Experience

From the first interaction, ensure your hiring process is welcoming, organized, and transparent. Providing clear job expectations, answering questions promptly, and offering a structured interview process can leave a strong impression.

4. Be Transparent About Timelines

Candidates appreciate knowing what to expect. Clearly outline the hiring timeline, including interview rounds, decision dates, and when they should expect to hear from you.

5. Build Strong Relationships

Investing in relationships with candidates makes them more likely to communicate openly. Personalizing interactions and showing genuine interest in their goals can encourage honesty rather than ghosting.

6. Use Automation to Maintain Engagement

Leverage technology, such as text and email automation, to keep candidates informed and engaged throughout the process. Tools like OnRecruit® can help you nurture candidate relationships with timely updates and reminders.

FINAL THOUGHTS

While candidate ghosting can't always be prevented, employers who focus on speed, communication, and a positive hiring experience will see fewer drop-offs. By refining your process and making candidates feel valued, you'll improve hiring success and reduce frustration.

Need help improving your hiring process? Skywalk Group can help you streamline recruitment and build stronger connections with candidates. Contact us today to learn more!

<https://skywalkgroup.com/blog/post/candidate-ghosting>