

# OUR PURPOSE

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



# THE DRIVE FORWARD!

VOLUME 7 NOW AVAILABLE!

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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.



**Newsletter feedback**

<https://forms.gle/xvYJ4CjikRC5uamv9>

# A MESSAGE FROM MIKE ONDA

Hello everyone –

We had a tremendous 20 Group meeting in Chicago last week. I've heard from many attendees (Franchisees, Employees and Vendors) since the meeting stating that it was a fabulous event and that they left energized about the future!

During the General Session I took some time to talk about baseball and Byrider. My son Austin has played travel baseball with the same group of teammates for the past 10 seasons and this weekend will be the last time they step onto a field to compete together. I've had the honor of coaching them along the way and watching them develop into young men we're all very proud of. While I am very sad for this journey to end, I couldn't be happier with how it has gone.



The great thing about baseball is that it puts players and teams into situations that develop character and build culture. It's a lot like running a Byrider dealership in that way. Both require teamwork, discipline and will humble even the most skilled athlete or operator. Let's talk about discipline - you don't win trophies on Sunday, or the President's Award at Convention, if you don't put in the work each week. Games are won during practice just like sales goals are achieved by working the pipeline consistently and completely every single day.

Baseball and Byrider also build life skills like the importance of focus and concentration, communication, and adaptability. You can't be a good player without the ability to focus and concentrate – and that's the same for all of you. It's easy to be distracted by the craziness that comes at you every day, but you've got to be able to lock in on the things that really move the needle for your dealership.

Finally, baseball and Byrider teach you about dealing with adversity. You must respond to failure, be resilient and handle high pressure situations. When Austin was about 8 years old, he dropped a routine pop fly in the infield. He hated that he let his team down and didn't want it to happen again. So, I took him to the neighborhood park every day for the better part of a month and did nothing but hit him fly balls and work with him on his technique. He hasn't missed a fly ball since. That's how winners respond to failure and that's the same thing our best operators do when they struggle. They redouble their efforts and put in the work to get better and succeed.

This is a picture of the team taken a few weeks ago. As I said I couldn't be prouder of this group or more appreciative of what baseball has given them. They, like all of you Byrider All-stars, are ready to face life's toughest challenges and rise to the occasion again and again.

Sincerely,

*Mike Onda*



# INDUSTRY ARTICLE

## CARGURUS 2025 MID-YEAR AUTO MARKET REVIEW & GRAPHS

### KEY TAKEAWAYS FROM THE ARTICLE:

#### 1. USED INVENTORY IS PLENTIFUL, BUT VALUE OPTIONS ARE SCARCE

- ▶ *Inventory levels for used vehicles are at multi-year highs.*
- ▶ *However, desirable 3- to 4-year-old models are still limited and priced higher due to lingering COVID-era production shortfalls.*
- ▶ *Affordable used cars (<\$20K) tend to be older and higher mileage.*

#### 2. TARIFF UNCERTAINTY TEMPORARILY BOOSTED NEW CAR SALES

- ▶ *After March's tariff announcement, new vehicle sales jumped 48% year-over-year.*
- ▶ *The rush to buy before price hikes led to a drop in affordable new inventory.*
- ▶ *Listings for new cars under \$30,000 fell 15%, especially in compact/crossover segments.*

#### 3. NEW CAR PRICES ARE HOLDING STEADY

- ▶ *The average price remains ~\$49,600.*
- ▶ *Luxury SUVs saw notable price increases.*
- ▶ *Electric vehicles (EVs) had the largest price drops post-tariff.*

#### 4. OLDER NEW INVENTORY OFFERS VALUE

- ▶ *2024 or older models still make up over 7% of new car listings — a high not seen since 2020.*
- ▶ *Ford trucks and SUVs are especially common among this aged inventory.*

#### 5. HYBRIDS ARE LEADING THE MARKET

- ▶ *Hybrid sales rose 43% YoY in 2025.*
- ▶ *Average prices for new hybrids dropped ~\$1,400.*
- ▶ *Hybrids are now heavily cross-shopped with gas models due to affordability and efficiency.*

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# INDUSTRY ARTICLE

## Used supply is strong, but the details matter

### Inventory levels are near multi-year highs

CarGurus Used Vehicle Availability Index\*  
2021 - 2025



### Days supply was extremely tight in March, but has since normalized

Used average market days supply (MDS)  
2021 - 2025



## GRAPH INTERPRETATION:

### LEFT CHART: CARGURUS USED VEHICLE AVAILABILITY INDEX (2021–2025)

- ▶ 2025 (green line) shows strong used vehicle inventory, staying above 95 from April through mid-year.
- ▶ Compared to previous years, 2025 availability is among the highest since 2021.
- ▶ 2021–2023 show much lower levels, especially in early months.

### RIGHT CHART: USED AVERAGE MARKET DAYS SUPPLY (MDS, 2021–2025)

- ▶ 2025 (green line) saw a sharp dip in March (under 40 days), signaling tight supply at that time.
- ▶ However, supply normalized by April–June, returning to ~45–50 days.
- ▶ 2021 had the tightest supply all year; 2022–2024 gradually eased.
- ▶ This normalization supports a more stable used market in 2025, even amid economic shifts.

## CONCLUSION:

While used vehicle supply is strong, true “value” options — newer, lower-mileage, and affordable — remain elusive. Shoppers are turning to hybrids and older model-year new cars to stretch their dollars. Tariffs have accelerated inventory shifts, and although prices are stable now, value-seeking shoppers may face a tougher landscape in the second half of 2025.

<https://www.autoremarketing.com/ar/analysis/used-inventory-trends-top-cargurus-2025-mid-year-auto-market-review/>

# HOT TOPICS!

## CHICAGO 20-GROUP RECAP – JULY 2025

*Connection. Collaboration. Continuous Improvement.*

The latest 20-Group meeting in **Chicago, Illinois** delivered another energizing and impactful event filled with learning, sharing, and team building.

### GENERAL SESSION HIGHLIGHTS

- ▶ **Mike** kicked things off with an inspiring message on Character Development, Life Skills, and Overcoming Adversity—a reminder that strong leadership starts from within.
- ▶ **Ben** walked through Year-over-Year Performance Trends, helping operators see the big picture and local opportunities.
- ▶ **John** spotlighted system improvements and officially released the **Service Dashboard in Looker**, a powerful new tool for tracking key metrics.
- ▶ **Kelly** unveiled recent marketing wins, including the launch of [www.byridermarketing.com](http://www.byridermarketing.com)—a new hub for campaigns, templates, and support.

### MARKETING WORKSHOP — LED BY KELLY & THE EFCS

An interactive session emphasizing:

- ▶ *The importance of a cohesive marketing strategy, blending internet presence with internal execution.*
- ▶ *Tactical planning for successful implementation.*
- ▶ *Reinforcing accountability: “Inspect what you expect,” especially with call reviews and lead follow-up.*



# HOT TOPICS!

## CHICAGO 20-GROUP RECAP – JULY 2025

### BEST IDEA SESSION RECAP

The **Best Idea Session** was packed with innovation and energy, featuring **13 impressive entries** from across the network. These sessions are always a win for everyone—sharing actionable ideas that can drive improvements in every store.

While every participant brought something valuable to the table, a few ideas rose to the top.

### CONGRATULATIONS TO OUR WINNERS:

- ▶ **1st Place:** Angela Kingsmill – IL115 Franchise  
**Idea:** Insurance Claims Processing Website
- ▶ **2nd Place:** Shannon Aldridge – AR103 Franchise  
**Idea:** Dealership Oil Changes

Thank you to everyone who submitted and shared their ideas—your creativity keeps us all moving forward!



### COMPOSITE BREAKOUTS — POWERED BY EFCS

Franchisees shared best practices and real-world strategies to:

- ▶ *Improve operational consistency*
- ▶ *Boost profitability store by store*
- ▶ *Address common challenges with collective insight*

### TEAM BUILDING & TAKEAWAYS

The Chicago event wasn't all business!

#### ATTENDEES ENJOYED:

- ▶ *A hilarious Malört tasting challenge*
- ▶ *Delicious group dinners and memorable camaraderie*
- ▶ *Unique team activities that encouraged collaboration and pushed comfort zones*
- ▶ *Hands-on content creation challenges and secret shopper exercises that brought big takeaways back to the store*

This meeting was more than a workshop—it was a chance to recharge, refocus, and return home with actionable insights, renewed friendships, and a sharper game plan. Let's keep building on the momentum!

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## TIP OF THE MONTH

### BREAKING IN YOUR AFTERMARKET CATALYTIC CONVERTER—WHY IT MATTERS

Installing a new aftermarket catalytic converter? Don't hit the gas just yet! A proper break-in—or burn-in—process is critical to ensuring optimal performance and longevity of your new converter. This vital step allows the internal components to heat, expand, and settle properly, preventing premature failure and maintaining efficient emissions performance.

#### **WHY A BREAK-IN PERIOD IS NECESSARY** **SUBSTRATE EXPANSION:**

The ceramic substrate inside your converter must expand and seat securely within the housing. Without proper heat cycling, it can crack or shift under normal driving conditions.

#### **MATTING MATERIAL OFF-GASSING:**

The insulation matting around the substrate may release trapped gases or odors when first heated. Controlled burn-in helps vent these safely.

#### **PREVENTS EARLY FAILURE:**

Jumping straight into hard driving can cause overheating, melted substrates, or even check engine lights. A proper break-in ensures the converter reaches and maintains its ideal operating temperature smoothly.



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# TIP OF THE MONTH

## BREAKING IN YOUR AFTERMARKET CATALYTIC CONVERTER—WHY IT MATTERS

### STEP-BY-STEP: HOW TO BURN IN YOUR CATALYTIC CONVERTER

#### 1. INITIAL IDLE

Start the engine and let it idle for 5 minutes to warm up the converter gradually.

#### 2. CONTROLLED RPM INCREASE

Gently raise the engine speed to around 2500 RPM and hold it there for 15 minutes.

#### 3. COOL DOWN

Let the engine idle for 10 min. Turn off the engine and allow it to cool completely. This completes the first heat cycle.

#### 4. HIGHWAY DRIVE

Once cooled, take the vehicle for a 10-15 minute drive at highway speeds to fully seat the components and burn off any remaining residue.

#### 5. PERFORM ADDITIONAL CHECKS

If you notice error codes or performance drops, complete a full drive cycle or consult a technician.

### BURN-IN BEST PRACTICES

- ▶ **Avoid Hard Revving:** Sudden high RPMs can shock the converter and cause damage.
- ▶ **Monitor Smells or Performance Changes:** Slight odors are normal at first but should dissipate; ongoing issues may signal a problem.
- ▶ **Follow Manufacturer Instructions:** Each converter may have specific requirements—always read and follow their guidance.

Taking the time to properly break in your aftermarket catalytic converter ensures not just compliance with emissions standards but also peace of mind. A well-seated converter is a reliable one—protect your investment and your vehicle's performance with this simple but essential process.

**"THANKS" TO SHAWN JOHNSON-NC112 CHARLOTTE, NC FOR SHARING THIS IDEA!**

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# TRAIN-THE-TRAINER RECAP

## JULY 2025 TRAIN-THE-TRAINER: SALES KPIS

### PURPOSE

To educate Byrider managers on how to effectively use and coach to key sales KPIs that drive performance, profitability, and process improvement across the dealership.

### AGENDA HIGHLIGHTS

- ▶ *Why KPIs matter*
- ▶ *KPI Management Pyramid*
- ▶ *Key Sales KPIs (definitions, calculations, coaching points)*
- ▶ *Benchmark comparisons*
- ▶ *Reporting and tracking in Looker*
- ▶ *Coaching strategies*

### CORE SALES KPIS COVERED

- |                                       |                       |                                      |
|---------------------------------------|-----------------------|--------------------------------------|
| 1. Lead Mix %                         | 5. Approval %         | 9. Backoff %                         |
| 2. Lead Volume                        | 6. PRE-Reject %       | 10. Net Sales                        |
| 3. Application-to-Lead %              | 7. Sold-to-Approved % | 11. Net Sale-to-Lead %               |
| 4. Tier $\frac{3}{4}$ Application Mix | 8. Gross Sales        | 12. Tier $\frac{3}{4}$ Net Sales Mix |

**Activity Metrics:** Contact Rate, Call/Text-to-Lead, Set Rate, Show Rate.

### BENCHMARKING

- ▶ *Comparisons provided for each KPI using national averages and top-performing stores.*
- ▶ *Visuals sourced from Looker dashboards.*
- ▶ *Sales Funnel and Lead Source data available by associate and store.*

### COACHING & IMPLEMENTATION

- ▶ *Focused coaching on underperforming KPIs through:*
  - *Weekly 1-on-1s*
  - *Role plays*
  - *Call reviews*
  - *CRM spot checks*
- ▶ *Emphasis on improving phone skills, lead follow-up, and grassroots lead generation.*
- ▶ *Guidance on internal lead sourcing and reducing reliance on internet leads.*

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## FRANCHISEE BIRTHDAYS

STORE #	FRANCHISE #	NAME	DATE
OH159	OH159	Jim Wright	July 1
FL118	FL118	Kevin Behymer	July 27
WI114	WI114	Keith Kocourek	July 27

# Happy Birthday!

## MAJOR MILESTONES (ANNIVERSARIES)

**CONGRATULATIONS ON 10 YEARS!**

- **IL131 - South Holland - 7/1/2015**  
- Mike Burgstone & Jeff Bullock



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# RANKINGS

## TOP 25 LOCATIONS - JUNE

### TOP 25 STORES THROUGH JUNE 2025

RANK	STORE	LOCATION	CITY, STATE	GROUP
1	OH130	OH140	Mansfield, OH	McPhie / Barrett
2	AR103	IN127	Terre Haute, IN	Enderlin / Aldridge
3	WI114	WI114	Wausau, WI	Kocourek / Freiboth
4	IA109	IA104	Burlington, IA	Larson / Lee
5	IA109	MO109	Springfield, MO	Larson / Sleeth
6	OH130	OH152	Ashtabula, OH	McPhie / Barrett
7	IA109	MO113	Joplin, MO	Larson / Sleeth
8	OH130	OH148	Canton, OH	McPhie / Barrett
9	AR102	AR102	Springdale, AR	Hanson
10	AR103	KY109	Bowling Green, KY	Enderlin / Aldridge
11	SC105	SC114	Charleston, SC	Gandolfo
12	OH130	OH142	Wooster, OH	McPhie / Barrett
13	SC105	SC115	Greenville, SC	Gandolfo
14	SC105	SC105	Columbia, SC	Gandolfo
15	IA109	IA110	Des Moines, IA	Larson / Lee
16	IA109	IA109	Davenport, IA	Larson / Lee
17	OH130	OH130	Akron, OH	McPhie / Barrett
18	PA116	PA116	Palmyra, PA	Lewis
19	ID101	ID102	Nampa, ID	Chalfant
20	ID101	ID101	Garden City, ID	Chalfant
21	IN116	IN116A	Richmond, IN	Wagner / Gerhart
22	IN116	IN116C	Bloomington, IN	Wagner / Gerhart
23	KY103	MI115	Petoskey, MI	Anderson/France
24	IN116	IN116H	Evansville, IN	Wagner / Gerhart
25	MI109	MI109	Traverse City, MI	Marsh/Chevalier



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# TOP PERFORMERS

## TOP SALES LOCATIONS - JUNE 2025

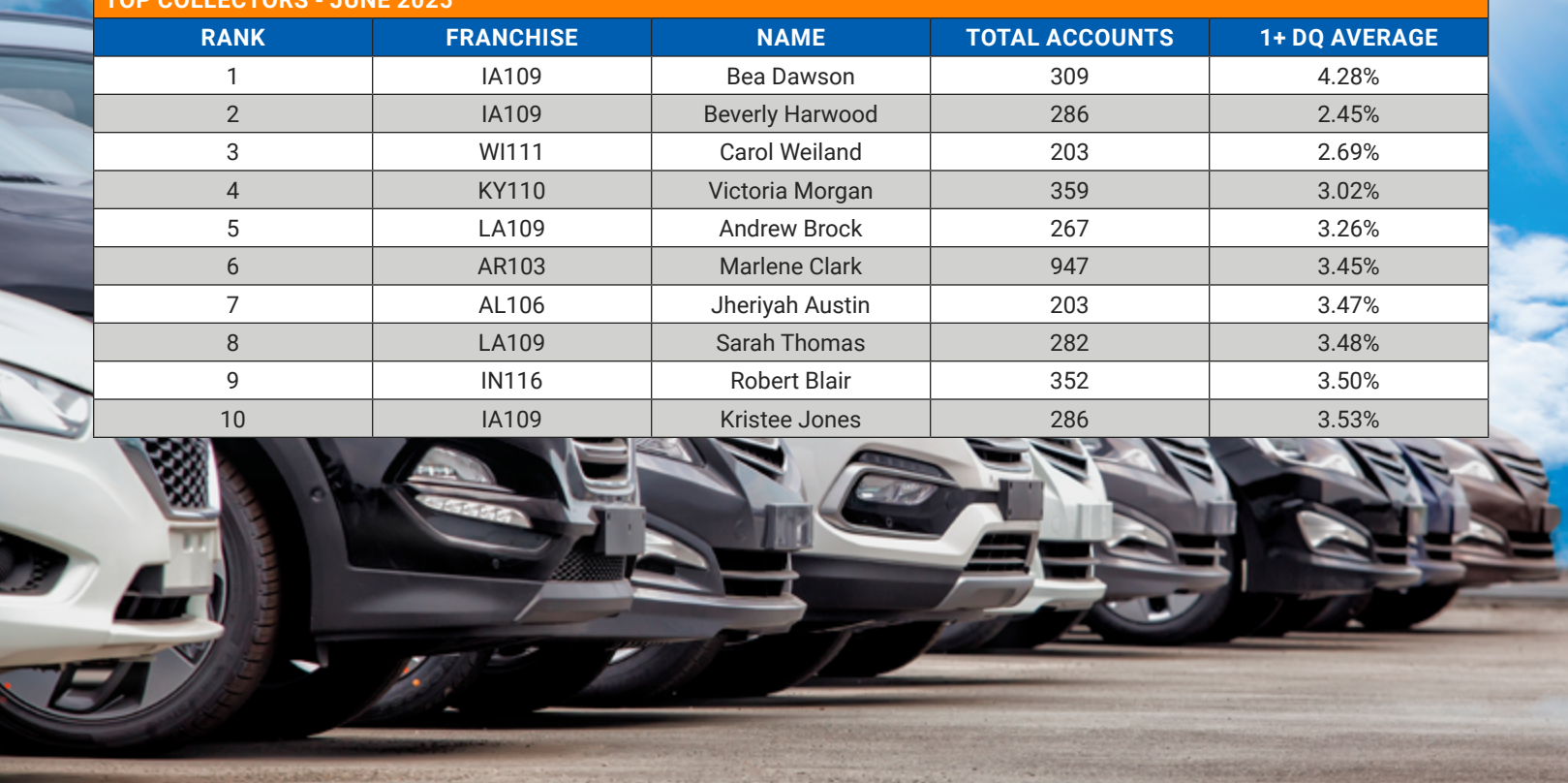
RANK	FRANCHISE	LOCATION	CITY	NET SALES
1	OH159	PA124	Monroeville, PA	65
2	IN116	IN116H	Evansville, IN	41
3	OH159	OH159	Dayton, OH	39
4	IA109	IA104	Burlington, IA	38
5	NC112	NC112	Charlotte, NC	36
6	IA109	MO109	Springfield, MO	35
7	AR102	AR102	Springdale, AR	34
8	IA109	IA110	Des Moines, IA	32
8	AR103	IN128	Greenwood, IN	32
8	AR103	AR104	Conway, AR	32

## TOP SALES ASSOCIATES - JUNE 2025

RANK	FRANCHISE	LOCATION	NAME	SALES
1	OH159	OH159	Deangelo Card	40
2	IL115	IL133	Dusty Kaster	33
3	TX118	TX118	Amadou Kane	28
3	IN116	IN116H	Bethany Downing	28
5	AR103	IN127	Pressley Burton	26
6	MI109	MI113	Steven Hutchison	25
7	IL115	IL121	Richard Belanich3	23.5
8	AR103	AR103	Jacques Tompkins	23
8	AR103	KY109	Rebecca Fryer	23
10	OH159	PA123	Timothy VanBuskirk	22.5
10	IA109	IA104	Cordell Maxey	22.5

## TOP COLLECTORS - JUNE 2025

RANK	FRANCHISE	NAME	TOTAL ACCOUNTS	1+ DQ AVERAGE
1	IA109	Bea Dawson	309	4.28%
2	IA109	Beverly Harwood	286	2.45%
3	WI111	Carol Weiland	203	2.69%
4	KY110	Victoria Morgan	359	3.02%
5	LA109	Andrew Brock	267	3.26%
6	AR103	Marlene Clark	947	3.45%
7	AL106	Jheriyah Austin	203	3.47%
8	LA109	Sarah Thomas	282	3.48%
9	IN116	Robert Blair	352	3.50%
10	IA109	Kristee Jones	286	3.53%





# ASSOCIATE SPOTLIGHT

## JARED WYNN—EXECUTIVE FRANCHISE CONSULTANT

This month, we're thrilled to shine the spotlight on **Jared Wynn**, whose journey with Byrider is a true testament to growth, leadership, and unwavering dedication.

Jared began his Byrider career back in **October 2007**, stepping into the role of **Finance Manager** at the **Lafayette, Indiana** dealership. His attention to detail, strong underwriting instincts, and ability to lead with integrity quickly set him apart. It wasn't long before he was promoted to **Regional Underwriting Manager**, overseeing operations across multiple corporate dealerships.

For the past **seven years**, Jared has served as a trusted **Executive Franchise Consultant**, helping franchise owners succeed and navigate the ever-evolving world of used car sales. His ability to blend data-driven strategies with relationship-building makes him a valuable asset to the team.

Beyond the business world, Jared is known for his charisma and sense of humor, especially when he takes the mic as **Master of Ceremonies** at events. Whether he's keeping the room on schedule or delivering a well-timed one-liner, he brings energy and professionalism to every stage he steps on.

At home, Jared has been married for **14 years** to his wonderful wife, **Danielle Wynn**, and together they have two energetic boys: **Griffin (12)** and **Austin (10)**. The boys are busy year-round with **baseball, basketball, football, and soccer**, and Jared proudly steps into the coaching role for their basketball and baseball teams. Watching their growth on and off the field is one of his greatest joys.



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# FRANCHISEE SPOTLIGHT

## A FOND FAREWELL AND AN EXCITING NEW BEGINNING

After years of dedication, leadership, and partnership, we say a heartfelt **thank you and farewell to Mike Darrow and the Darrow Group**. The Darrow team's contributions will always be appreciated.

As we close one chapter, we're thrilled to open a new one with two familiar faces stepping into ownership: **Jimmy Lee and Winston Sleeth**. Please join us in congratulating them as they take the reins and lead the continued success of these Wisconsin stores:

- ▶ **WI102** – Milwaukee (Opened 3/18/1998)
- ▶ **WI104** – Appleton (Opened 9/25/2000)
- ▶ **WI107** – Madison (Opened 12/27/2000)
- ▶ **WI110** – Waukesha (Opened 10/24/2011)
- ▶ **WI117** – Fond du Lac (Opened 7/29/2019)



## MEET THE NEW OWNERS

### JIMMY LEE

Jimmy joined Byrider in 2013, invited by longtime friend Mike Darrow to help lead operations. With no prior experience in the business, Jimmy dove in headfirst—learning fast, working hard, and quickly earning the respect of the entire Byrider network. Before Byrider, Jimmy was an options trader and hedge fund owner operating out of Korea and Hong Kong. He now lives in Milwaukee, WI, and enjoys time with friends & family, Bucks and Packers games, and staying active.

### WINSTON SLEETH

Winston's Byrider journey began in 1999 after serving in the U.S. Air Force. Starting in the mail room, Winston worked his way up—proving himself through roles in finance, store management, regional leadership, and senior management. His drive, experience, and leadership have already made a lasting impact, and now he continues that success with expanded ownership responsibilities. Winston lives in Springfield, MO with his wife Elli and enjoys spending quality time with their three children—Austin, Delanee, and Ayla. In his free time, he likes golfing, boating, and watching sports.

We're excited to watch this next chapter unfold and confident that Jimmy and Winston will continue building on a legacy of success. Congratulations on your new ownership roles!

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# UPCOMING EVENTS

## ► **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.



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# VENDOR OF THE MONTH

JULY 2025

## TECOBI BUSINESS

### WELCOME TO TECOBI

Struggling with missed leads and outdated CRMs? TECOBI is the dealership-first platform that solves both problems. In today's fast-paced mobile-driven market, traditional CRMs often miss the mark. They rely on repetitive manual tasks, slow or missed follow-ups, and outdated workflows that limit your team's performance.

TECOBI is built to eliminate those pain points with a cutting-edge, AI-powered system that simplifies and supercharges every part of the customer journey.

#### Smarter Follow-Up for the Modern Auto Dealer

What truly sets us apart is our deep understanding of dealership workflows and the real-world challenges of generating and managing leads. Our system is purpose-built to help your team avoid missed opportunities, automate the follow-up grind, and drive more meaningful conversations through text-first communication, which today's customers prefer. SMS messaging gives buyers control, keeps them relaxed, and leads to higher response rates compared to traditional phone or email outreach. You're gaining more than a technology provider, you are gaining a team that's invested in your growth.

#### Driven by Dealers, Built by People Who Care

TECOBI is a family-owned company, led by a team of people who care about your success. Our CEO, Jason, is hands-on in the day-to-day operations and plays a direct role in software development. Our platform continues to evolve in lockstep with your needs.

*"In just six and a half months with TECOBI, we've sold 151 more cars and generated 351 more applications—despite handling fewer leads. It's made our sales team more efficient, more responsive, and way more productive. If you think your current CRM is enough, try TECOBI—and see how quickly your opinion changes."*

**Watch Dale's Full Story**

— Dale Boone, Franchise Owner & Operator, Byrider Texas



Scan me!

### AI-Powered Conversations That Convert

At the core of our platform is the TECOBI Auto Bot®, a revolutionary artificial intelligence tool that automates follow-up communication through personalized and highly responsive text messages. This isn't just automation. It's an intelligent, conversational AI that knows when and how to re-engage leads, even months after initial contact. By taking on the time-consuming task of nurturing and following up, the Auto Bot® allows your team to focus on high-value conversations and closing deals. The result? Higher engagement rates, increased appointments, and more vehicles sold without burning out your staff. Schedule your demo with the QR code and see firsthand how TECOBI can help you increase engagement, simplify follow-up, and sell more.



# IT UPDATE

## INTRODUCING THE NEW LOOKER VEHICLE SERVICE DASHBOARD!

Located in Looker, this new dashboard replicates all of the information found on the existing Discover report: Vehicle Service Reports 3. In addition, this new dashboard has more functionality with the ability to drill into the data to a granular level.

### 1. HIGH-LEVEL SERVICE OVERVIEW: High level Service Department Summary

- ▶ *Policy, Warranty, Customer Pay, and Recon*
- ▶ *Month-to-Date and 24-Month Statistics*
- ▶ *Year-over-Year trends*

### 2. LOCATION DETAIL DASHBOARD: Drill down into each service category to explore

- ▶ *Detailed closeout views for Policy, Warranty, Recon, and Customer Pay*
- ▶ *Performance comparison across multiple locations*

### 3. REPAIR ORDER (RO) LEVEL DASHBOARD: Zoom in further to analyze

- ▶ *RO-level breakdowns across the same key expense types*
- ▶ *Identify patterns and anomalies in specific repair orders*

### 4. RO LINE ITEM DETAIL: Go even deeper

- ▶ *See line-level detail for every charge associated with a Repair Order*
- ▶ *Understand exactly where expenses are coming from, line by line*

Service Dashboard  

just now   

Date: 2025/06/27 Store ID: is any value Location ID: is any value Active Ind (Yes / No): ☒ Yes ☐ No

**byrider**  
BY RIDE, RIDE ON

Service Dashboard

Location Level

RO Level

RO Detail



### Current Month

(MTD of whatever month is selected in the filter)

\$8,398,560.95  
TOTAL

\$546,287.69  
Policy

\$2,038,654.64  
Warranty

\$1,974,903.16  
Cust Pay

\$3,838,715.46  
Recon

# MARKETING UPDATE

## MARKETING MOMENTUM: A MID-YEAR UPDATE

The Marketing Department is coming alive!

Earlier this year, we focused on optimizing each Zee's online listings—like Google Business Profiles—through our partnership with Uberall. The goal was to improve visibility across search and maps. The results have been mixed so far. On the positive side, we've seen a **50% increase in Map Impressions**—a great indicator that customers are finding us when searching location-based services. However, **Search Impressions have declined by 42%**. We believe this is more reflective of broader market conditions and the overall brand awareness of Byrider rather than not having the listings accurately written. Based on our latest audit, all locations remain active and properly listed.

To support website engagement, we recently introduced a new **"Check Availability"** call-to-action on the website. The website conversion rate has increased by 1%, which is a significant improvement. While overall website sessions are down year-over-year, we're encouraged by the higher quality of traffic and stronger engagement.



In the past 60 days, we've also made a big leap forward in advertising capabilities by automating the integration of audience data into your Google Ads accounts. This allows agency partners to better target SEM efforts using high-value, real customer data. Audience targeting helps Google's algorithm find more qualified prospects and deliver more relevant ads.

We've created **four key audience data sets** for agency use:

1. **Leads from the Last 90 Days**
2. **Applications (Tiers 2,3,4) from the Last 90 Days**
3. **Applications (Tiers 3–4) from the Last 90 Days**
4. **Approved and Sold Customers from the Last 180 and 90 Days, respectively**

Please connect with your agency partner to ensure this data is being implemented in your campaigns.

We're also excited to share progress on the **new Byrider websites**. The Marketing Advisory Committee has approved the new design, and the first site is in the audit and testing phase. As websites begin to roll out, we will host **training sessions** to walk you through the dashboard and site functionalities—watch for invites in the coming weeks.

To support these new sites, we're launching a **comprehensive SEO content strategy** tailored for each location. Using your submitted store data, actual lead and sales performance, and customer search trends, our SEO partner, **Being Seen 360**, has developed location-specific content strategies. They will be scheduling **20–30 minute review meetings** with each store to finalize content for your approval.

As always, for content resources, campaign materials, and reporting tools, be sure to visit [byridermarketing.com](https://byridermarketing.com).

Let's keep the momentum going!

# COMPLIANCE UPDATE

## FRANCHISE ADVISORY BOARD APPROVED THE CREATION OF A LINE ONE VEHICLES STANDARD

On June 17, 2025 the members of the Franchise Advisory Board approved the creation of a Line One Vehicles Standard and to expand the Vehicle Age and Mileage Standard.

### THE CREATION OF THE NEW AND UPGRADED STANDARDS WILL:

- ▶ **Provide our dealers more flexibility with inventory by allowing buy backs of vehicles that we know the mechanical history of but fall outside of the current mileage and age standard. The new standard expands Line One Vehicles to:**
  - 15 model years in age and must have no more than 225,000 miles on the odometer.
  - 16-18 model years in age no more than 150,000 miles on the odometer
- ▶ **A lower sales price and shorter term will generate more approvals for customers who do not qualify due budget constraints**
  - \$12,500 warranty included
  - \$10,500 optional Service Contract
- ▶ **Better Cash in Deal**
  - 500-1000 down to qualify
- ▶ **Brand Protection**
  - Limited Warranty or Service Contract with every sale
  - Line One Vehicles are limited to a maximum of 20% of the total vehicle sold per year

The Vehicle Mileage and Age standard has been expanded to accommodate the Line One standard

Engine Size Cylinders Line 2-4	Domestic Vehicles Line 2-4	Import Vehicles Line 2-4	CNAC Repo Buy-Back or JDB Back Off or Trade-in Line 2-4	Domestic/Import Line One Model Year ≤ 15 years	Domestic/Import Line One Model Year 16-18 years
4	≤ 140,000 miles	≤ 160,000 miles	≤ 160,000 miles	≤ 225,000 miles	≤ 150,000 miles
5	≤ 140,000 miles	≤ 160,000 miles	≤ 160,000 miles	≤ 225,000 miles	≤ 150,000 mile
6	≤ 160,000 miles	≤ 160,000 miles	≤ 175,000 miles	≤ 225,000 miles	≤ 150,000 mile
8	≤ 160,000 miles	≤ 160,000 miles	≤ 180,000 miles	≤ 225,000 miles	≤ 150,000 mile
10	≤ 170,000 miles	≤ 170,000 miles	≤ 180,000 miles	≤ 225,000 miles	≤ 150,000 mile

The Warranty or Sales Contract Standard was also revised to ensure our customers and brand is protected

- ▶ **The limited warranty or service contract must cover at least the engine and transmission**
- ▶ **A tiered deductible charge of \$75 per claim up to \$1000 and \$500 for claims exceeding \$1000**

## OUR VALUES

- ▶ **Honesty and integrity in everything we say and do.**
- ▶ **Maintain the highest regard for each customer and associate.**
- ▶ **Develop people and promote from within.**
- ▶ **Use our collective strengths to make decisions and solve problems.**

# RECRUITING UPDATE

## THE 7 ESSENTIAL INTERVIEW QUESTIONS

The guide is designed to help hiring managers—especially those new to interviewing—conduct more effective and insightful interviews by using thoughtful, structured questions.

### 1. WHAT MAKES YOU THE MOST QUALIFIED CANDIDATE FOR THIS POSITION?

▶ *Reveals relevant experience, soft skills, and their understanding of the role.*

### 2. HOW WOULD YOUR FRIENDS AND COWORKERS DESCRIBE YOU IN THREE WORDS?

▶ *Highlights personality and cultural fit beyond resume qualifications.*

### 3. WHERE DO YOU SEE YOURSELF IN FIVE YEARS?

▶ *Helps identify ambition, career goals, and long-term compatibility.*

### 4. WHAT PROFESSIONAL ACCOMPLISHMENT ARE YOU MOST PROUD OF?

▶ *Shows passion, competency, and what success looks like to them.*

### 5. WHY ARE YOU LEAVING (OR HAVE LEFT) YOUR CURRENT POSITION?

▶ *Gauges professionalism and whether the same issues might occur at your company.*

### 6. HOW COULD YOUR CURRENT/LAST COMPANY IMPROVE TO BE MORE SUCCESSFUL?

▶ *Demonstrates strategic thinking and a broader understanding of business operations.*

### 7. DO YOU HAVE ANY QUESTIONS FOR ME?

▶ *Tests engagement, preparation, and genuine interest in the role and company.*

## INTERVIEWING BEST PRACTICES

▶ *Use the STAR method (Situation, Task, Action, Result) to guide responses.*

▶ *Avoid illegal or irrelevant questions (e.g., religion, age, marital status).*

▶ *Prepare a flexible interview framework rather than a rigid script.*

▶ *Focus on job-related insights, not casual or superficial topics.*

## FINAL THOUGHT

Effective interviews are about more than ticking boxes—they reveal if a candidate is the right person, not just on paper, but within your team and culture. These seven questions are a solid foundation to start evaluating both fit and future potential.

<https://www.indeed.com/hire/c/info/top-seven-interview-questions>

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- ▶ *Develop people and promote from within.*
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