

OUR PURPOSE

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



THE DRIVE FORWARD!

VOLUME 8 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.*



A MESSAGE FROM MIKE ONDA

Dear Franchise Partners,

As we turn the corner into August, the familiar rhythm of back to school signals a shift—not just for families, but for our business as well. We're on the cusp of fall, traditionally a critical season for performance and preparation. And while this time of year often brings renewed focus, we know that many of your customers are navigating a difficult economic environment—stretching their budgets and adjusting their priorities.

That's why our focus this month is on blocking and tackling—executing the fundamentals with discipline and consistency. We're here to help you do just that.

In this edition, we're highlighting several tools and initiatives designed to support you and your teams, including:

- ▶ **Manager Checklist** templates to focus your leaders' efforts
- ▶ A **new Service Dashboard** to spotlight opportunities for improvement
- ▶ **Service KPIs** to help you track the core drivers of operational success
- ▶ A **General Manager Bootcamp** coming this September to sharpen leadership and execution
- ▶ **New websites** designed to better engage and convert today's customers
- ▶ Expanded **compliance support** to keep your operations protected and on track
- ▶ Practical tips on **employee management and retention** to help you build stronger teams

We're committed to standing with you, simplifying the complex, and keeping our eyes on what matters most. Let's finish summer strong and head into fall with momentum.

Thank you for your continued partnership.

Warm regards,

Mike Onda



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INDUSTRY ARTICLE

MORE AND MORE AMERICANS ARE FALLING BEHIND ON CAR PAYMENTS

Buy Here Pay Here (BHPH) portfolios are experiencing rising risk indicators, with both delinquencies and charge-offs showing notable increases. Current data places 30-day delinquency rates at approximately 2.5% and 60-day delinquencies at 1%, suggesting growing pressure on customers to maintain payment schedules. At the same time, average charge-offs have climbed from \$4,919 to \$5,024, pointing to more significant losses per default. These trends reflect a potential shift in borrower stability and affordability, emphasizing the need for proactive portfolio management, early-stage collection strategies, and tighter risk controls.



KEY TAKEAWAYS

- ▶ 30-day delinquencies are currently at ~2.5%, a warning sign of early payment stress.
- ▶ 60-day delinquencies have reached 1%, indicating growing payment fatigue.
- ▶ Average charge-off amount increased from \$4,919 to \$5,024, leading to higher losses per account.
- ▶ Points to mounting risk in BHPH portfolios, especially as affordability tightens.
- ▶ Dealers should enhance collections processes, monitor risk triggers, and support at-risk accounts early to prevent further erosion.

<https://niada.com/dashboard/independent-auto-sales-off-to-another-strong-start/>

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HOT TOPICS!

THE POWER OF A MANAGER'S CHECKLIST: STAYING ORGANIZED, ON TASK, AND AHEAD OF THE GAME

In the fast-paced world of dealership operations, a manager's attention is constantly pulled in multiple directions. Between customer service, staff oversight, inventory control, and financial reviews, it's easy for crucial tasks to slip through the cracks. That's where a **Manager's Checklist**—such as the one used across sales, finance, and service departments—becomes an indispensable tool.

WHY A MANAGER'S CHECKLIST MATTERS

A well-designed checklist organizes responsibilities into **daily, weekly, and monthly** categories. This not only clarifies priorities but also ensures that recurring tasks are never overlooked. For example, a General/Sales Manager may start the day walking the lot, reviewing sales postings, and holding DOC meetings—while weekly duties include sales training sessions and reviewing customer follow-up activity. Monthly, they might review budgets against actuals and assess employee training needs.

BY STRUCTURING RESPONSIBILITIES IN THIS WAY, MANAGERS CAN:

- ▶ **Stay on Task** – A clear reference list minimizes guesswork and keeps focus on what must be done now versus later.
- ▶ **Ensure Nothing Gets Missed** – Even in a hectic day, the checklist serves as a safety net.
- ▶ **Track Added Tasks** – As unexpected items arise, they can be logged for future review or delegation.
- ▶ **Improve Delegation** – Checklists make it easier to assign specific items to team members and verify completion.

DEPARTMENT-SPECIFIC EFFICIENCY

The beauty of a checklist system is that it can be customized for each managerial role:

- ▶ **CNAC Managers** monitor delinquency reports daily, run repo status checks weekly, and review charge-offs monthly.
- ▶ **Service Managers** review customer appointments daily, oversee shop maintenance weekly, and hold safety meetings monthly.
- ▶ **Technicians** follow a routine that ensures work areas are safe, tools are functional, and communication with the Service Manager remains consistent.

This structure turns potentially overwhelming responsibilities into **manageable, trackable action items**.

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HOT TOPICS!

A FOUNDATION FOR CONTINUOUS IMPROVEMENT

Beyond ensuring daily operations run smoothly, checklists create a record of what's been done and what needs attention. Over time, this record becomes a powerful tool for identifying trends, improving processes, and holding team members accountable.

In short, a Manager's Checklist is more than a to-do list—it's a **roadmap for operational success**. When followed consistently, it keeps the dealership running like a well-oiled machine, supports clear communication, and ensures no critical task slips away unnoticed.

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TIP OF THE MONTH

INTRODUCING THE NEW SERVICE DASHBOARD IN LOOKER

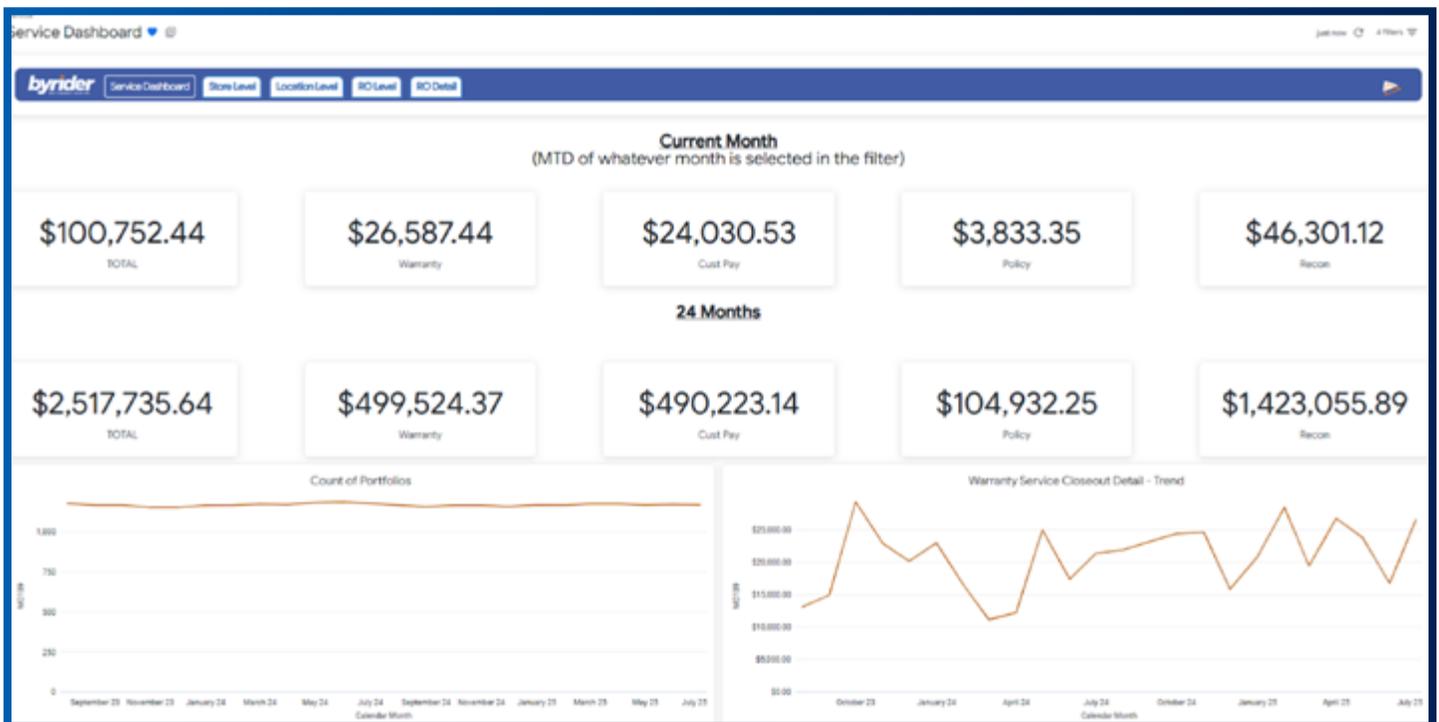
We are excited to announce the launch of the **Service Dashboard**, a powerful new tool in Looker designed to give our teams deeper insight into service spend details and trends. This dashboard provides clear visibility into warranty, policy, customer pay, and reconditioning (recon) activity—helping us better manage performance at every level of the business.

HIGH-LEVEL OVERVIEW

The **front page** of the Service Dashboard delivers a snapshot of **Month-to-Date (MTD)**, **24-Month**, and **Year-over-Year (YOY)** service trends. From this view, users can apply filters that remain consistent throughout navigation, including:

- ▶ **Date** – select MTD up to a chosen date
- ▶ **Store ID, Location ID, Active Indicator** – filter by franchise or location

This allows every user to focus on the exact level of detail needed for their store or market.



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TIP OF THE MONTH

SPEND CATEGORIES AND TRENDS

The dashboard aggregates **Warranty + Policy + Customer Pay + Recon = Total Service Spend**.

- ▶ **Warranty, Policy, Customer Pay, Recon** all have dedicated **MTD summaries, 24-month rollups, and trend graphs**.
- ▶ Trend graphs include **line comparisons for each location ID** under a selected store—making it easier to spot performance gaps and opportunities.

DRILL-DOWN VIEWS

The Service Dashboard was designed for flexible navigation, offering multiple levels of detail:

- ▶ **Store Level** – Compare spend and performance across stores for warranty, policy, recon, and customer pay.
- ▶ **Location Level** – Zoom in on rooftops for a detailed view of spend by location.
- ▶ **RO Level** – Break down charges at the repair order level to find specific patterns or anomalies.
- ▶ **RO Details** – Enter a specific RO number to see customer information, order details, and line-item charges.

This structured approach ensures you can move from high-level summaries down to the **granular details of a single RO** with ease.

WHY THIS MATTERS

The Service Dashboard gives leaders and managers the **real-time visibility** they need to:

- ▶ Track and manage **warranty and policy controls**
- ▶ Compare **customer pay performance** against goals
- ▶ Monitor **reconditioning costs and timelines**
- ▶ Drill down to the **root cause** of service challenges

With this tool, we can make better, faster decisions—and take action at the store, location, and technician level to improve results.

GETTING STARTED

- ▶ In Looker, search for “**Service Dashboard**.”
- ▶ Click the heart icon ♥ to save it to your Favorites.
- ▶ Navigate to Favorites anytime for quick access.

NEXT STEPS

The Service Dashboard is now live and available for all stores. Be sure to add it to your Favorites and begin using it for your **daily, weekly, and monthly service reviews**.

BYRIDER IN THE NEWS!

NORTHEAST OHIO TOP WORKPLACES 2025 – HIGHLIGHTS

- ▶ Cleveland.com and The Plain Dealer recognized **188 employers** as Top Workplaces in Northeast Ohio in 2025.
- ▶ Among them, **JDBNOW**, owned by **Chris McPhie** and **Greg Barrett** and operating **eight Byrider franchise locations in Ohio**, was honored as a Top Workplace in the **35–149 employee category**.

BYRIDER FRANCHISE RECOGNITION

- ▶ **JDBNOW**, Byrider's franchise network in the region, earned a prestigious position (ranked **#37**) on the 2025 Northeast Ohio Top Workplaces list in the mid-size employer tier.
- ▶ This recognition reflects Byrider's **strong company culture, employee engagement, and workplace satisfaction** among its Ohio-based staff.

WHAT THIS MEANS FOR BYRIDER FRANCHISEES

- ▶ **Local Reputation:** Being recognized in a competitive market such as Northeast Ohio reinforces Byrider's brand strength and positive public image.
- ▶ **Employee Engagement:** Highlighting JDBNOW suggests successful efforts in leadership, team culture, and retention strategies.
- ▶ **Franchise Benchmarking:** Other franchise groups can use JDBNOW's achievement as a model when implementing HR initiatives, improving morale, and attracting talent.

<https://www.cleveland.com/top-workplaces/2025/06/northeast-ohio-top-workplaces-2025-see-the-rankings-for-all-188-employers.html>



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BYRIDER IN THE NEWS!

GRADE A AUTO PARTS MERGERS WITH FENIX AUTO PARTS

We're excited to recognize a major milestone for one of our own. **Congratulations to the Garber Family** on the successful sale of Grade A to Fenix Parts and to **Sean Garber**, CEO of Grade A Auto Parts and **Chairman of the Board of Byrider Franchising Partners**, on his appointment to their Board of Directors.

Sean is not only a respected leader in the auto recycling industry but also a key contributor to Byrider's strategic direction. His continued leadership now expands across both organizations and reinforces our commitment to operational excellence and industry innovation.

1. Acquisition & Strategic Expansion

- ▶ Fenix Parts, an original equipment manufacturer (OEM) auto recycler and reseller, has acquired Grade A Auto Parts, a well-established automotive recycling parts business headquartered in Louisville, Kentucky. Grade A operates across several Midwest and Central U.S. states—Kentucky, Missouri, Ohio, Tennessee, and Indiana—and has sales representatives nationwide.
- ▶ This acquisition strengthens Fenix's national recycling and distribution network, providing enhanced geographic coverage and operational capacity.

2. Sean Garber's Role & Experience

- ▶ Sean Garber, CEO of Grade A, will join Fenix's Board of Directors as part of the transaction. He acquired Grade A in 2005 and brings four decades of cross-industry leadership experience to Fenix's board.
- ▶ Garber expressed enthusiasm, stating that the partnership will leverage the strengths of both companies and strengthen a shared culture focused on delivering a best-in-class experience for both customers and employees.

3. Benefits to Byrider

- ▶ With this expanded footprint, Byrider stores stand to benefit from enhanced parts access, faster delivery timelines, and improved service response across multiple markets.
- ▶ Fenix's national infrastructure, combined with Grade A's trusted regional presence, strengthens the vendor ecosystem that supports our franchisees and service teams.

KEY HIGHLIGHTS AT A GLANCE

TOPIC	DETAIL
Grade A Auto Parts	Based in Louisville, KY; operational in five Midwest/Central states with national sales coverage
Sean Garber	CEO of Grade A since 2005; brings 40 years of leadership experience; now on Fenix board
Strategic Impact	Extends Fenix's geographic footprint; enhances distribution, customer support, and product offerings
Organizational Effect	Strengthens customer and employee experience, aligning two companies with shared cultural values and capabilities

<https://www.businesswire.com/news/home/20250805465620/en/OEM-Auto-Recycler-Fenix-Parts-Strengthens-and-Expands-Through-Partnership-with-Grade-A-Auto-Parts>

TRAIN-THE-TRAINER RECAP

TRAIN THE TRAINER RECAP – SERVICE KPI'S

PURPOSE OF TRAINING

This session was designed to **train the system** on reviewing, coaching, and following up on **Service KPIs**. The goal: build a culture of accountability through structured reporting, benchmark-driven performance, and consistent coaching.

AGENDA HIGHLIGHTS

- ▶ Why KPIs Matter
- ▶ KPI Management Pyramid
- ▶ Core Service KPIs Deep Dive
- ▶ Averages & Benchmarks
- ▶ Reporting & Tracking Tools (Looker & Discover)
- ▶ Coaching to KPIs
- ▶ Wrap-Up & Next Steps

CORE SERVICE KPIS COVERED

- ▶ **Inventory Mix** – 60% lot / 40% recon
- ▶ **Reconditioning Costs** – ≤ \$1,650 per unit
- ▶ **Recon Hours** – ≤ 10 hrs per unit
- ▶ **Productivity Goal** – 85%+ tech utilization
- ▶ **RO Credits Cover Salaries** – internal billing meets payroll
- ▶ **PAC Credits Cover Expenses** – cover overhead
- ▶ **Warranty & Policy Controls** – ≤ \$600 warranty, ≤ \$200 policy, ≤ \$175 combined
- ▶ **Deductible Collection** – 100% target
- ▶ **Customer Pay Collection** – ≥ 0.01% of portfolio

BENCHMARKING

- ▶ System-wide averages shared for all 9 KPIs.
- ▶ Benchmarking provides context: store-level vs. system trends.
- ▶ Key Tools:
 - *Looker: Orange Book, Daily KPIs, Service Dashboard*
 - *Discover: Service Control Board, Policy/Warranty Breakdown, Cash Receipts*

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TRAIN-THE-TRAINER RECAP

COACHING & IMPLEMENTATION

- ▶ **Daily** – Track productivity, enforce deductibles, monitor recon.
- ▶ **Weekly** – 1-on-1s with techs/advisors; review Mechanic Activity & Service Control Board.
- ▶ **Monthly** – Compare to benchmarks; adjust recon & warranty strategies.
- ▶ **Leadership** – Inspect what you expect: review ROs and coach judgment, not just results.
- ▶ **Action Plans** – Each store identifies **3 KPI opportunities** and develops coaching strategies.

NEXT STEPS:

Apply KPI benchmarks, track progress with reports, and build structured coaching plans to ensure accountability and continuous improvement.



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FRANCHISEE BIRTHDAYS

STORE #	FRANCHISE #	NAME	DATE
TX112	TX112	Bill Evans	August 8
KY110	KY110	Sean Garber	August 13
LA109	IN125	Paul Saltzman	August 16
CO108	CO108	Pete Flaherty	August 18
CO108	CO108	Debbie Day	August 31

Happy Birthday!

MAJOR MILESTONES (ANNIVERSARIES)

CONGRATULATIONS ON 1 YEAR!



▶ **OH159 - Dayton - 8/5/2024**
- Jim Wright, Craig Peters & Carlyle Davis



▶ **OH160 - Columbus - 8/5/2024**
- Jim Wright, Craig Peters & Carlyle Davis



▶ **OH161 - Boardman - 8/5/2024**
- Jim Wright, Craig Peters & Carlyle Davis

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RANKINGS

TOP 25 LOCATIONS - JULY

TOP 25 STORES THROUGH JULY 2025

RANK	STORE	LOCATION	CITY, STATE	GROUP
1	AR103	IN127	Terre Haute, IN	Enderlin / Aldridge
2	OH130	OH140	Mansfield, OH	McPhie / Barrett
3	IA109	IA104	Burlington, IA	Larson / Lee
4	WI114	WI114	Wausau, WI	Kocourek / Freiboth
5	IA109	MO109	Springfield, MO	Larson / Sleeth
6	IA109	MO113	Joplin, MO	Larson / Sleeth
7	AR102	AR102	Springdale, AR	Hanson
8	OH130	OH152	Ashtabula, OH	McPhie / Barrett
8	OH130	OH148	Canton, OH	McPhie / Barrett
10	AR103	KY109	Bowling Green, KY	Enderlin / Aldridge
11	SC105	SC114	Charleston, SC	Gandolfo
12	OH130	OH156	Parma, OH	McPhie / Barrett
13	SC105	SC105	Columbia, SC	Gandolfo
14	SC105	SC115	Greenville, SC	Gandolfo
15	IA109	IA110	Des Moines, IA	Larson / Lee
16	OH130	OH142	Wooster, OH	McPhie / Barrett
16	OH130	OH155	Amherst, OH	McPhie / Barrett
18	IA109	IA109	Davenport, IA	Larson / Lee
19	ID101	ID102	Nampa, ID	Chalfant
20	OH130	OH130	Akron, OH	McPhie / Barrett
21	PA116	PA116	Palmyra, PA	Lewis
22	IN116	IN116C	Bloomington, IN	Wagner / Gerhart
23	ID101	ID101	Garden City, ID	Chalfant
24	IN116	IN116H	Evansville, IN	Wagner / Gerhart
25	IN116	IN116A	Richmond, IN	Wagner / Gerhart



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TOP PERFORMERS

TOP SALES LOCATIONS - JULY 2025

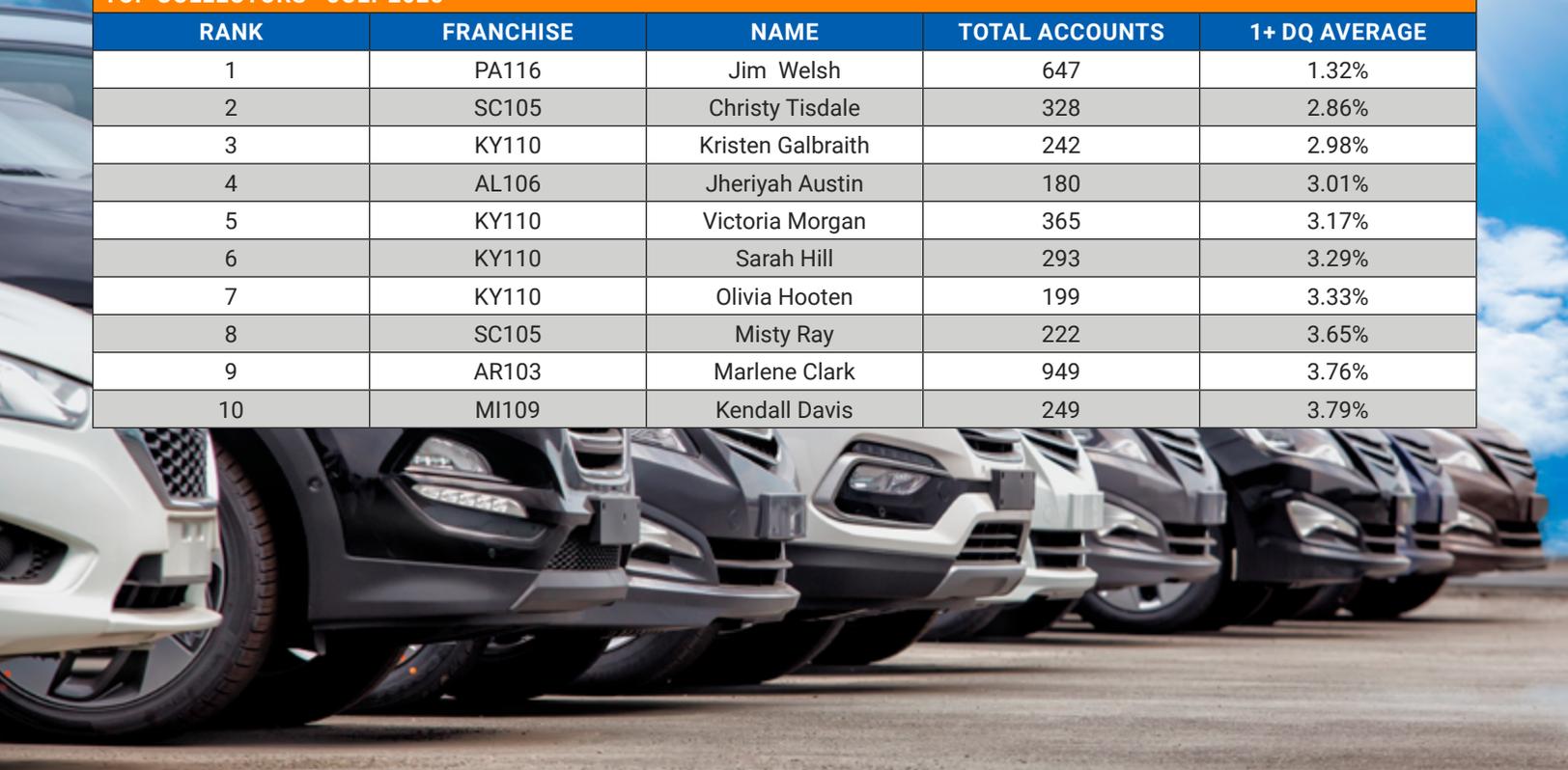
RANK	FRANCHISE	LOCATION	CITY	NET SALES
1	OH159	PA124	Monroeville, PA	59
2	OH130	OH130	Akron, OH	43
2	IN116	IN116H	Evansville, IN	43
4	OH130	OH140	Mansfield, OH	42
5	NC112	NC112	Charlotte, NC	41
5	AL106	FL163	Pensacola, FL	41
7	AR103	IN128	Greenwood, IN	36
7	OH159	OH159	Dayton, OH	36
9	OH159	OH160	Columbus, OH	35
9	FL118	FL139	Jacksonville, FL	35
9	IA109	IA110	Des Moines, IA	35

TOP SALES ASSOCIATES - JULY 2025

RANK	FRANCHISE	LOCATION	NAME	SALES
1	OH159	OH159	Deangelo Card	45
2	IL115	IL133	Dusty Kaster	40
3	AR103	IN127	Pressley Burton	34
4	TX118	TX118	Amadou Kane	32
5	IN116	IN116B	Logan Lunsford	31
5	TX112	TX129	Ali Alhachamy	31
7	MI109	MI113	Steven Hutchison	30
8	IN116	IN116H	Bethany Downing	26.5
8	IL115	IL121	Richard Belanich3	26.5
10	AL106	FL163	Jerome Williams	25.5

TOP COLLECTORS - JULY 2025

RANK	FRANCHISE	NAME	TOTAL ACCOUNTS	1+ DQ AVERAGE
1	PA116	Jim Welsh	647	1.32%
2	SC105	Christy Tisdale	328	2.86%
3	KY110	Kristen Galbraith	242	2.98%
4	AL106	Jheriyah Austin	180	3.01%
5	KY110	Victoria Morgan	365	3.17%
6	KY110	Sarah Hill	293	3.29%
7	KY110	Olivia Hooten	199	3.33%
8	SC105	Misty Ray	222	3.65%
9	AR103	Marlene Clark	949	3.76%
10	MI109	Kendall Davis	249	3.79%



ASSOCIATE SPOTLIGHT

BRETT JOHNSON—EXECUTIVE FRANCHISE CONSULTANT

Hi everyone! I'm pleased to share a bit about my journey with Byrider. I began in 2010 as a Regional Underwriter in Cincinnati, but quickly transitioned into the General Manager role at our Colerain location.

After six years in that position, I moved to Carmel to work at the Franchise Support Center, where I managed the BDC. From there, I was fortunate to take on several roles that broadened my experience within the company—serving as Director of Franchise Solutions (Dealer Services), Strategy and Execution Executive, Director of IN101 Store Operations, Director of Franchise Development, and now, in my current role, as Executive Franchise Consultant.

I'm especially grateful for Byrider's Values, particularly Value #3: Develop people and promote from within, which has been a guiding principle throughout my career here.

On a personal note, I'm the proud father of two boys—Cole, a Senior engineering student at Purdue University, and Trent, a Junior football player at Highlands High School in Northern Kentucky. In our free time, we enjoy movies, sporting events, concerts, traveling, and hiking.



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FRANCHISEE SPOTLIGHT

GREGORY E. BARRETT JR.

Stores: OH130, OH140, OH142, OH148, OH152, OH155, OH156, OH162, Recon Center

Years with Byrider: 23

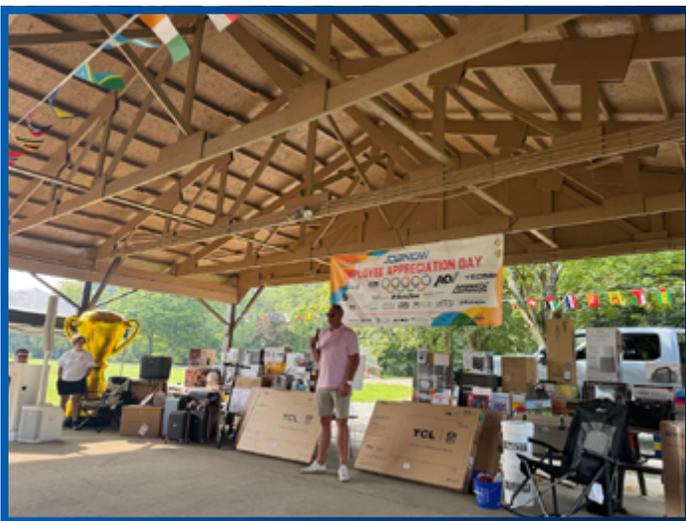
Greg Barrett's journey to becoming a multi-store Byrider franchisee began with a love of cars, a strong work ethic instilled by his mother, and a desire to help people find reliable transportation. Before Byrider, he worked for General Motors and a family-owned auto repair shop.

Greg says the best part of running his stores is "meeting our staff where they are, developing them to their full potential, and watching them grow personally, professionally, and financially."

MAJOR ACHIEVEMENTS

We have always grown at a responsible rate, one store at a time and then let that store become part of our culture and mirror our current infrastructure over a 3 year period prior to any additional growth. In 2023 we had the opportunity to take over the Cleveland and Amherst locations at one time. This took us outside of our comfort zone and took a lot of commitment from our teams. They were stretched thin and oftentimes forced to work outside of their comfort zone. These locations have been open for 30 months and in August of 2025 became eligible in the rankings. They are ranked 12th and 16th in the system and the teams are mighty proud.

We have won many President and Top 25 awards. Been nominated as franchise of the year for over 15 years, always losing to the mighty Larson Group. We were also nominated and won Top workplaces by cleveland.com for 2 consecutive years.



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FRANCHISEE SPOTLIGHT

GREGORY E. BARRETT JR.

BEYOND THE BUSINESS

Originally from Milford, MI, Greg lives in Ohio with his wife Amy and their three children: Preston (14), Lillian (13), and Willy J (7). Outside of work, he enjoys golf, wake surfing, and boating. He also serves on the boards of Project Outrun, which supports families affected by pediatric cancer, and Primary Purpose, a treatment facility for individuals overcoming drug and alcohol addiction.

FUN FACT & PHILOSOPHY

Greg has been sober for 24 years and lives by the wisdom of his grandparents:

My grandmother was a devout Catholic and very dedicated to her faith and shared that same commitment with her grandchildren. She always said ‘inch by inch, life is a cinch. Yard by yard, life is hard.’ As silly as it sounds, keeping things simple and small, living life one moment at a time keeps things manageable and simple. My Grandpa always told me “live your life with the thought of your funeral in mind. Who will be there, how many people and what are the stories they will be telling.” We get one shot, make it count! People will remember how you made them feel.



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UPCOMING EVENTS

► **BYRIDER GENERAL MANAGER BOOTCAMP**

- September 9–10, 2025 | Byrider Home Office – Carmel, IN

We're excited to introduce the NEW Byrider General Manager Bootcamp – a high-impact, two-day program designed to equip current and aspiring GMs with the tools, strategies, and confidence to lead top-performing stores.

This is your opportunity to strengthen your leadership pipeline and prepare your GMs to drive results in sales, service, underwriting, and collections – all while building a winning store culture.

- Location: Byrider Home Office – Training Rooms 1 & 2, 12802 Hamilton Crossing Blvd., Carmel, IN 46032
- Dates: September 9–10, 2025
- Audience: Current & Aspiring General Managers
- Format: Collaborative bootcamp with facilitated sessions, breakouts, and peer networking

Event Highlights

- Day 1 (9:00 AM – 4:00 PM) – Foundations of GM Leadership + Happy Hour Networking (4:00 – 6:00 PM)
- Day 2 (9:00 AM – Noon) – Accountability, Compliance & Your 30-Day Action Plan

Reserve a Spot for Your GM – Space is Limited!

► **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

IT HAS BEEN OVER 10 WONDERFUL YEARS TOGETHER.

MILLENNIUM - REPOSESSION, SKIP, REMARKETING

- ▶ Over 10 years with Byrider / CNAC
- ▶ Part of the National Partnership Program
- ▶ Approved vendor in every state
- ▶ Can fulfill your local and nationwide repo needs
- ▶ Byrider Corporate negotiated very competitive rates for you
- ▶ We make it fast and easy to get started

WE WILL MAKE YOUR REPO HEADACHES GO AWAY. GUARANTEED.

CONTACT US IN 3 QUICK AND EASY STEPS RIGHT NOW.

- 1. Open a new email and add the subject line "Help Me Out Chuck"**
- 2. Put your Franchise ID Number in the body of the email**
- 3. Send to Chuck.Sockol@mcrcc.biz**

I WILL FILL YOU IN ON ALL THE DETAILS IN ONE EMAIL REPLY.



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MARKETING UPDATE

BYRIDERDAYTON.COM IS LIVE

BIG MILESTONE: OUR FIRST FRANCHISEE WEBSITE IS LIVE!

On August 4th, we hit an exciting milestone—our very first franchisee website is officially live! This marks the start of a new chapter in how we support our locations with dedicated online presences. A special thank you to Jim Wright for being the first participant!

Even though it's only been a short time since launch, the site is already making waves. Google has begun crawling it, and according to Google Search Console, it's ranking at an average position of 8.3 for relevant searches—meaning it's already showing up on the first page!

In addition to the launch, we also wrapped up back-end training for our OH159 location, ensuring they're set up for success from day one.

It's still early days, but the results so far have us feeling very optimistic—and even more excited for what's ahead.

BELOW ARE SOME INITIAL HIGHLIGHTS:

ORGANIC TRAFFIC (NOT PAID)

- ▶ 1,048 impressions (showing up on searches)
- ▶ 15% click thru rate
- ▶ Average site ranking on Google is 8 so on the first page

TOTAL SITE TRAFFIC LAST 8 DAYS

- ▶ 452 Sessions
- ▶ 4.0 page views per session
- ▶ Over 5 Minutes spent on site

STORE LEAD RESULTS

- ▶ 23 Leads thus far - 2.9 average per day (8 days live) - 21 Organic leads
- ▶ Store results, data based on same time period month over month

ALL LEAD SOURCES	LEADS	APPLICATIONS	APPROVALS	SOLD
July	210	43	18	16
August	244	49	19	22

GOJDB/PPC LEAD SOURCE	LEADS	APPLICATIONS	APPROVALS	SOLD
July	161	28	14	12
August	199	31	11	13

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.*

MARKETING UPDATE

NEXT PHASE OF WEBSITE ROLLOUTS IS UNDERWAY

We're already moving full steam ahead into the next phase of franchisee website launches! Over the next three weeks, we anticipate several new sites going live, with each location scheduled for a specific rollout phase.

Please keep in mind—this timeline is fluid and may adjust as we go. Once each phase launches, we'll hold dedicated training sessions to guide location teams through navigating the back end of their new sites.

We have already wrapped up the Phase 1 SEO meetings. **We will begin scheduling phase 2 with Being Seen 360 for the month of September.** As the sites go live they will begin to write content on behalf of you location/s.

Our commitment to training doesn't stop at the launch. Throughout the coming year, we'll continue to host sessions that dive deeper into insights, education, and best practices—helping every location get fully comfortable and confident with their online presence.

PHASE 1	PHASE 2	PHASE 3	PHASE 4
AL106	AR102	AZ110	MO112
AL112	AR103	CO108	MO115
FL161	AR104	CT103	MS104
FL163	IL117	FL139	MS105
IA104	IL122	FL154	NC112
IA109	IN127	FL162	TX109
IA110	IN128	GA108	TX118
IA111	KY109	IN116	VA102
ID101	KY110	IN116A	WV105
ID102	KY111	IN116B	WV106
IL115	KY112	IN116C	WV109
IL121	MO109	IN116D	KY107
IL125	MO113	IN116H	MO112
IL131	MO114	IN124	MO115
IL133	NC106	IN125	MS104
OH160	SC105	IN129	MS105
OH161	SC114	KY104	NC112
PA116	SC115	MA102	TX109
PA123	TN110	MI105	TX118
PA124	TN111	MI108	VA102
PA125	WI111	MI109	WV105
TX112	WI114	MI113	WV106
TX114	WI115	MI116	WV109
TX122		OH130	KY107
TX129		OH162	MO112
WI102		OH140	MO115
WI104		OH142	MS104
WI107		OH148	MS105
WI110		OH152	NC112
WI117		OH155	TX109
WV104		OH156	TX118
		AZ109	KY107

MARKETING UPDATE

ESSENTIAL INFORMATION FOR YOUR SITE LAUNCH

- ▶ When your site launches there are some things you will need to decide on. Below are some action items to consider/review:
- ▶ Make sure you have your dashboard login information (marketing will set up for you)
- ▶ Provide access to all persons that you want to have access to the dashboard, this may include agencies
- ▶ Attend the dashboard training that will be scheduled
- ▶ Update any links that you may have to go to your new site, this may include:
 - Uberall/GMB (Corporate will do this for you)
 - PPC campaigns
 - Display campaigns
 - Email signatures
 - Email blasts
 - Tecobi, if applicable
- ▶ When ordering new point of purchase materials you may consider putting your new domain on the materials
- ▶ Consider if you want a staff page
- ▶ Review your warranty page and make updates based on store offerings

We are looking forward to watching and helping with your continued success!

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Sales : 937-365-9923

byrider DAYTON

Get Approved • Inventory • Make A Payment Sell My Car Service • Contact Us •

Get Pre-Approved in Under 3 Minutes!

Apply Now View Inventory

Hi there, have a question? Text us here.

Text us

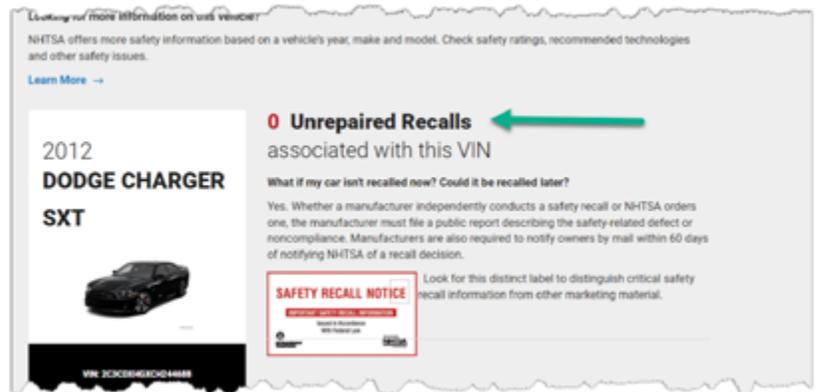
COMPLIANCE UPDATE

FOCUS ON FORMS - DISCLOSURE OF RECALL

Did you know in December of 2022, thirty six state Attorneys General announced a \$1 million settlement with CarMax for failing to disclose open recalls related to the safety of the used vehicle before the consumers purchased them?

Byrider's Disclosure of Recall Information Standard ensures compliance with the specific state requirements in Tennessee and Pennsylvania and protects the Byrider Brand from potential compliance risks.

To ensure compliance with the standard, all vehicles, available for retail sale, must be checked for outstanding recalls through the National Highway Traffic Safety Administration (www.nhtsa.gov) website prior to the customer sale (within at least 48-hours of the sale).



If a "Do Not Drive" or "Stop Sell" recall appears on the notification, the vehicle may not be sold to a customer until the recall has been repaired and the notice has been removed. If there is documented proof of the recall being repaired, you may sell the vehicle and disclose the repair history to the customer.

The customer must be given a copy of the recall notification and acknowledge the receipt of it by signing the Disclosure of Recall Information Form (F2260A) before the closing process.

It is the recommended best practice to present the Disclosure of Recall Information Form and recall notification preceding the Preliminary Purchase Worksheet. Be sure to mark the form "recall found" or "recall not found".

For your safety we have performed a recall search on the website of the National Highway Traffic Safety Administration (NHTSA) (www.safercar.gov). The results of that search and the date it was performed are attached to this notice.

Recall found. It is our information that the recall repairs have not been performed.

Recall not found.

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RECRUITING UPDATE

WHY EMPLOYEES QUIT — AND HOW TO PREVENT IT

We've all seen it happen: "Where's Mary today?" "Oh, she quit." Or worse — she just never shows up again. Many of these resignations are preventable if organizations study exit survey data and act on the top three reasons people leave.

1. JOB STRESS & LACK OF WORK/LIFE BALANCE (40%)

Stress is often highest for new hires — usually due to poor onboarding or the job not matching expectations ("post-recruitment surprise"). Heavy workloads and disrupted balance prompt quick exits, especially among Millennials who value living over working.

PREVENTION TIPS:

- ▶ Accurately present your organization's culture, mission, and expectations during recruitment.
- ▶ Match candidates' skills to the role through a competency-based selection process.
- ▶ Deliver a strong onboarding experience, set clear performance expectations, and gather feedback from new hires.

2. PAY (23%)

Below-market pay drives turnover. Great managers address inequities before employees walk out — because replacing them costs more.

PREVENTION TIPS:

- ▶ Conduct regular salary surveys and adjust pay to meet or exceed market averages.
- ▶ Ensure internal pay equity and share compensation data transparently.
- ▶ Gather confidential employee feedback on pay satisfaction.

3. RELATIONSHIP WITH SUPERVISOR (17%)

Though ranked third, this is the most critical factor — because good supervisors can prevent stress and ensure fair pay. Common manager mistakes:

- ▶ Failing to recognize and reward good work.
- ▶ Treating employees like "assets" instead of people.
- ▶ Neglecting career development discussions.

PREVENTION TIPS:

- ▶ Train managers on recognition, empathy, and career development.
- ▶ Track regular employee-manager meetings on growth opportunities.
- ▶ Provide tools for self-assessment and career planning.

BOTTOM LINE:

Retention isn't rocket science — it's about transparency, fairness, and human connection. Address these three areas, and you'll reduce turnover while building a stronger, more engaged workforce.