

DEALERSHIP SERVICES ADVISORY

New Year is the Perfect Time for Short-Term and Long-Term Planning

Our Dealership Team

January 07, 2010

Managing Partner



Tony Argiz, CPA/ABV/CFE,
ASA, CVA, CFE
targiz@mbafcpa.com

Audit



Marc S. Dickler, CPA
mdickler@mbafcpa.com



Manny Rodriguez, Jr., CPA
mrodriguez@mbafcpa.com



Alex Crespo, CPA
acrespo@mbafcpa.com

Consultancy



Ed Blum, CPA
eblum@mbafcpa.com



Ira Silver, CPA
isilver@mbafcpa.com



Mark R. Thaw, CPA/ABV/
CFE, CVA
mthaw@mbafcpa.com



Phil Villegas
pvillegas@mbafcpa.com

Tax



Rosamaria D. Bravo, CPA
rbravo@mbafcpa.com



Dan Flugrath, CPA
dfugrath@mbafcpa.com

Dear Clients and friends:

With the arrival of the New Year, it's a great time for dealerships and other businesses to make new resolutions to ensure success. It's a time to look at your business from a perspective of short-term, mid-range and long-term goals for 2010, and to analyze cash flow from an operating and from a compliance perspective based on loan covenants.

You must adapt your business model to the shopping habits of your customers, keeping in mind that making a friend, makes a sale. Customers need to leave saying, "WOW, what a great experience it was doing business with you!"

It is important to review all expenses and budgets based on low, medium and high sales levels. Advertising should be analyzed for the best and most opportunistic medium (radio, TV, internet, etc.). Timing of inventory levels for both new and used vehicles, as well as model break-downs, will be imperative to your success.

Businesses should evaluate their insurance policies to address costs not budgeted -- such as claims from employee dishonesty, property damage and other potential liabilities. Compliance with operational and regulatory procedures should be reviewed to avoid civil and criminal litigation. Internal control procedures should be reviewed to determine that they are not being circumvented.

It is a perfect time for a reminder that expectations must be met and every person, in every department, must come to work every day as if they are applying for a job tomorrow. The issues of discussions should be how to keep taxes low, not profits.

If you would like additional information about operational and compliance planning for 2010, do not hesitate to contact us at (305) 373-5500 or (407) 237-3600.

Sincerely



Ira Silver, CPA
isilver@mbafcpa.com