



**AutoPersonnel<sup>SM</sup>, Inc.**  
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 Nicholasville, KY 40356

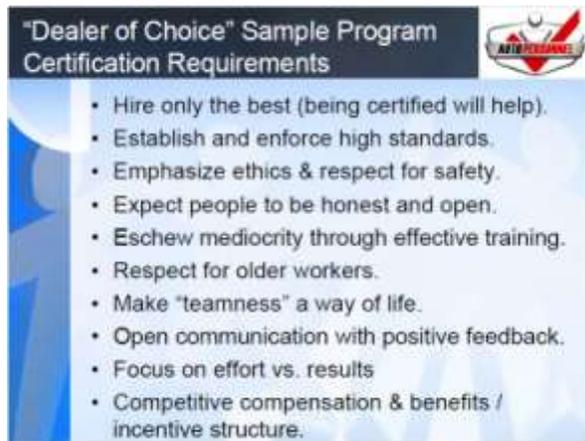
Dear Dealer,

Considering the high employee “preventable” turnover within the automotive dealers, the demand for hiring qualified personnel is great (see below statistics from NADA and the Work Institute), growing at a rate of 6% per year, with a cost of \$600 billion / year, and demand exceeding supply for the first time modern history.

Rank	Top 7 Reasons	Total %	Inc / 2013
#1	Career Development	22%	32%
#2	Work-Life Balance	12%	20%
#3	Manager Behavior	11%	0%
#4	Compensation & Benefits	9%	100%
#5	Well-Being	8%	0%
#6	Job Characteristics	8%	615%
#7	Work Environment	5%	53%
	<b>Top 7 Reasons</b>	<b>75%</b>	<b>117%</b>

Studies show preventable turnover makes up 77% of the total reasons for leaving, versus less preventable reasons such as termination, relocation, and retirement. Reducing preventable turnover by only 10% would save over \$47 billion dollars / year.

In response to this problem, AutoPersonnel has developed a unique training and certification program to assist dealers in becoming a national “Certified *Dealer of Choice*.”



Here is what AutoPersonnel “Dealer of Choice” Training and Certification has to offer:

1. Respond proactively to the retention crises knocking at Dealerships’ doors.
2. Facilitate change in performance improvement using their retention expertise.
3. Reduce unwanted employee turnover and loss of human / intellectual capital.
4. Increase bottom-line profit by reducing cost-related turnover.
5. Maximize the contribution of top talent (who produce 3-10 times more than the average performers).
6. Build a winning “Dealer of Choice” work culture that attracts, develops and retains top performers.
7. Develop and implement a marketing/branding strategy that differentiates your organization.



8. Improve retention skills of leaders, managers, supervisors and employees at all levels.
9. Design, develop, and implement effective retention strategies that produce measurable results.
10. Develop expertise in areas where employers are in crises and need specialized assistance and talent.
11. Build professional skills in highly visible/accountable rolls leading to potential career advancement.
12. Make a bottom-line contribution to your organization and the success of people.
13. Perform at a strategic level dealing with challenges ranked top priority by your senior executive.
14. Develop leadership skills to help your organization change and improve performance.
15. Help your organization gain national recognition and reputation as a “Dealer of Choice.”

AutoPersonnel can offer all the above advantages that will result in an increase in net profit and improved employee retention, rather than an expense. Contact us to lean how this program can help you.

Sincerely,

*Jim Howell, President*

859-219-1557

*David M. Hickey, COO*

315-414-9910

***“NATIONWIDE AUTOMOTIVE STAFFING & RETENTION EXPERTS”***