

# Selling Cars Is The Game!

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## Crest Chevrolet Progress Photos



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## Construction impact on Dealership's



With auto sales slowly increasing from the low 2009 level and with profits making gains, it is no wonder not all dealership owners are overly enthusiastic about the GM corporate Image program. That's why I would like to take a minute to discuss how to minimize the impact of construction so that dealerships can maintain sales and profits. The first thing to look at is who and what will be affected the most during construction:

### What can be affected?

- Sales lot area
- Sales lot access
- Sales lobby access
- Service center access
- Cleanliness of sales lot and car inventory

### Who can be affected?

- Mothers with children
- Senior citizens
- Persons with disabilities

Now that we have identified how the dealership will be affected lets talk about solution that the right contractor/fabricator can provide to help mitigate these issues.

One way a façade contractor can help is by providing high definition laser scanning services. Laser scanning is a method of obtaining accurate as-built field dimensions by use of robot like surveying equipment. This service can be accomplished by a single individual in a single day for most cases and without impacting the sales lot with scaffolds and man lift machines. This operation alone can save up to 2 weeks in the construction schedule.

The next thing you can look at is the distance fabricator to the project. A local fabricator is someone who fabricates within a couple hours from the job site and can deliver products at will, while out of state fabricated components can take up to a week just in transit and when they ship product they will typically ship more product than can be installed at a time and the remaining product must be stored on site for weeks or stored in and offsite facility. This greatly increases the chances for product damage which could delay the project for weeks if not more than a month. Not to mention space that will be taken up

from the sales lot.

A third idea would be to contract with a contractor/fabricator that can provide a firm fixed price bid. This can save weeks of change order negotiation in the middle of the project. There are a lot of low price fabricators out there that will use the term budget price in their proposal. Meaning that you are aware that they intent to give you a full total cost after the job has started.

This is a great start. With the ideas above a dealership owner could possibly save two months of construction exposure. Let's all keep this in mind and share this information so that the GM image program can attain its ultimate success.