



2nd

TUESDAY

LBS WEBINAR SERIES

AUTO SALES AND THE CORONAVIRUS GETTING READY FOR THE COME BACK



THIS WEBINAR WILL BEGIN AT 12:01 ET



On-Demand Broadcast Training
And Revenue Development *That Works!*



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On-Demand Broadcast Training
And Revenue Development *That Works!*

B.E.S.T.

Broadcast **E**ssentials for **S**elling **T**oday

- ✓ DAILY REMINDERS
- ✓ YOUR TIME TABLE
- ✓ DIRECT ACCESS TO LBS PROS
- ✓ NO ADDITIONAL COST, NO LIMIT OF PARTICIPANTS
- ✓ THE ENTIRE LBS SITE IS AVAILABLE TO YOUR NEW HIRES



LBS is Your COVID Selling Headquarters

50+ brand new videos since March 16. That's roughly **TWELVE HOURS** of new content **BY** broadcasters and **FOR** broadcaster pros specifically designed to help your sales efforts through this pandemic.

- ✓ What's Your COVID STRATEGY?
- ✓ How to Work from the Home
- ✓ All-Star Panels and More.
- ✓ Over 100 articles discussing how key advertisers are dealing with COVID and moving forward!

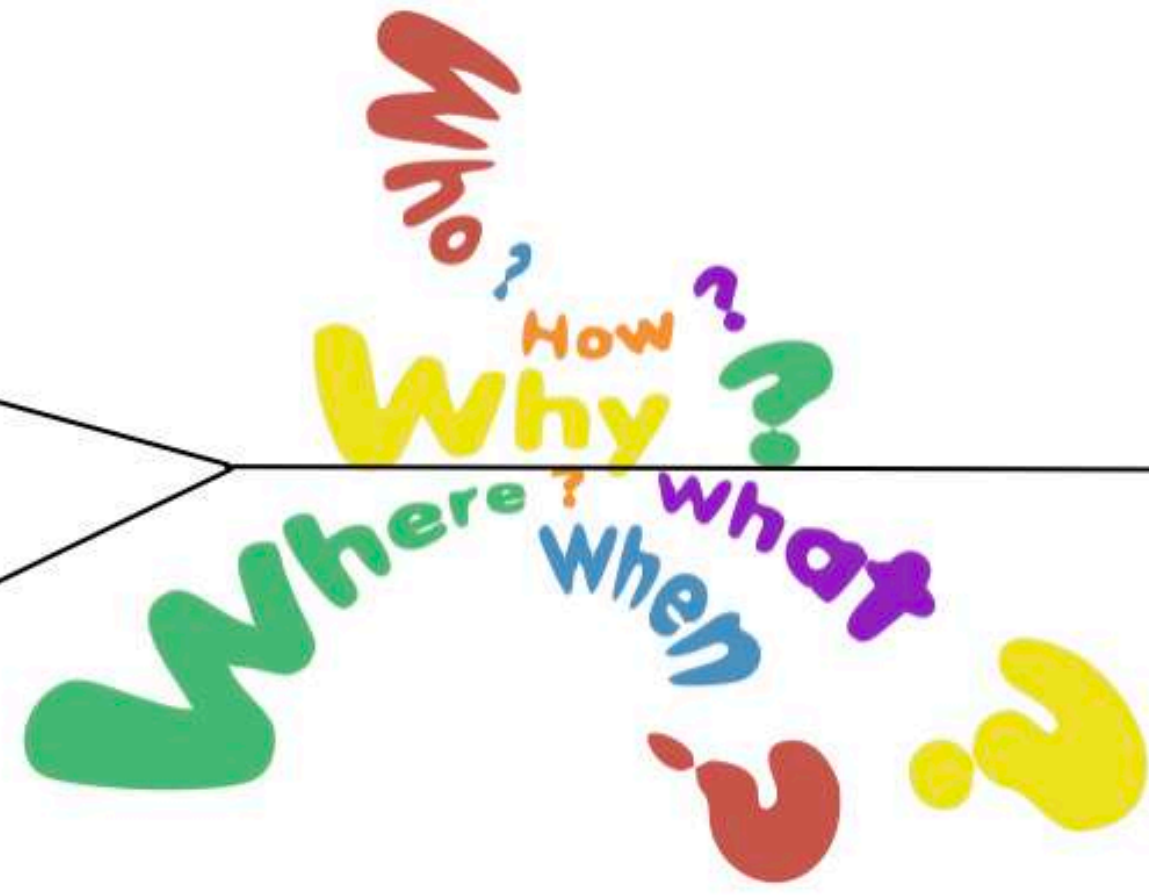


On-Demand Broadcast Training
And Revenue Development That Works!



Local
Broadcast Sales

Pulse
Research



“Every metro, regional, and community station can use this FREE program to get their reps back in front of clients and support their LOCAL business community!”

- Gary Moore, President, Local Broadcast Sales

LAST CHANCE IF YOU MISSED THIS FANTASTIC OPPORTUNITY!



**YOU ARE POSITIONED WITH CUSTOMIZED RESEARCH:
TAKE THE LEAD TO REOPEN YOUR LOCAL ECONOMY!**

Your state broadcasters association and LBS are with you every step along the way with over 50 separate videos focused on how to professionally approach and sell to your customers in a COVID environment. LBS also provides you with hundreds of articles informing you how key advertiser categories are reopening and selling today so that you can speak intelligently with your clients! If you don't already have your own LBS account, go to www.localbroadcastsales.com and complete the short form on the home page! LBS is provided to you FREE from your state broadcasters association.

**YOU CAN NOW TAKE YOUR SELLING EFFORTS TO THE NEXT LEVEL
WITH FREE LBS RESEARCH AND PULSE SALES TOOLS FOR 60 DAYS!
EMPOWERS YOU WITH RESEARCH AND LOCAL FACT SHEET PROPOSALS**

Hope
for their business

HOME WORKS

There are
4,190

*Local Households who
plan to shop
Remodeling
Contractors over the
next 3 months.*

*Would you like to
know more about
what they plan to buy?*

Source: LBS Research / Local Broadcast
Covid-19 Data.

Of the 93,100 households in the
Tyler TX market area,
4.5% plan to shop Remodeling Contractors
over the next 3 months.

The Teaser

IDEAS

Pandemic driven new opportunities for their business.

The Flyer

WE ASKED THE QUESTIONS YOU WOULD ASK

To give you some answers during these uncertain times.

Do you Plan to shop Remodeling Contractors over the next 3 months?

4,190

Said Yes
Out of the 93,100 households in the Tyler TX market area
4.5% plan to shop Remodeling Contractors over the next 3 months

Together, let's find some ideas to get you more customers.

We asked about specific buying plans over the next 90 days to give you some ideas

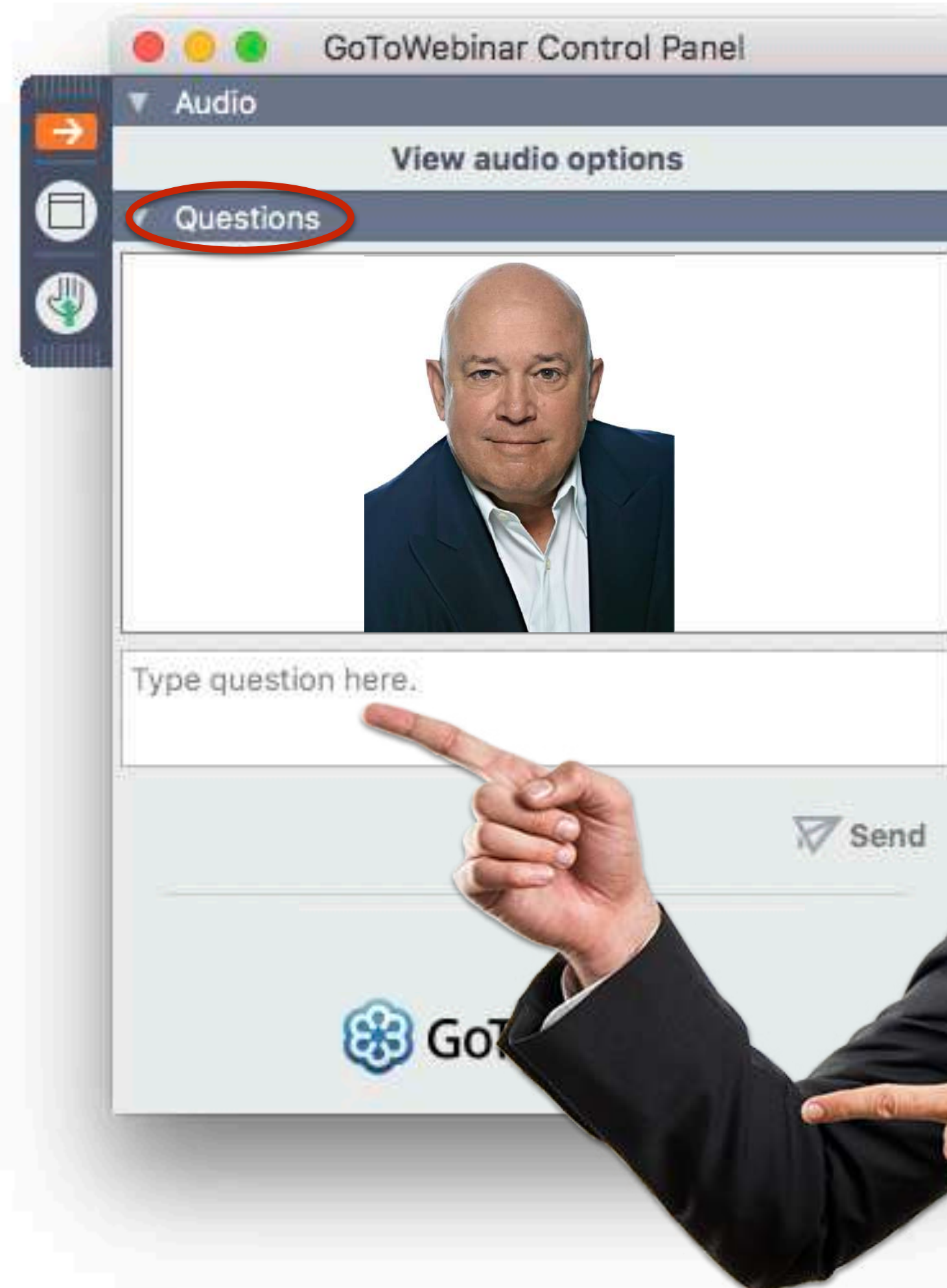
We asked about these categories	results	opportunity	select
Add or Replace Deck	3.5%	3,259 households	<input type="radio"/>
General Remodeling	4.7%	4,376 households	<input type="radio"/>
Remodel Bathroom	5.6%	5,214 households	<input type="radio"/>
Remodel Kitchen	2.7%	2,514 households	<input type="radio"/>
Remodel or Finish Basement Living Area	0.8%	745 households	<input type="radio"/>
Add a Room	0.4%	372 households	<input type="radio"/>

Would you like to know more?

I would be happy to share more of the Remodeling Contractor research results and ideas with Home Works. Let's get together to review opportunities and ideas for your business during this time of challenge.

Contact Gary Moore: garymoore@localbroadcastsales.com

HAVE ANY QUESTIONS?





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Local
Broadcast Sales

On-Demand Broadcast Training
And Revenue Development That Works!



The Coronavirus is dominating the news and the U.S. economy but there are glimmers of hope on the horizon for auto sales

Most dealerships that were shuttered in March and April are now open for business.



The Retail auto business is not like the restaurant industry, the airlines, or the cruise line business. When those businesses lose a customer and the associated revenue those dollars are lost forever.

The automotive industry has a built in flow of business. Vehicles are still wearing out and leases must be given back when the lease term comes to an end.

The First 6 Months

A little good news

	Jan	Feb	March	April	May	June	YTD
2019	1,172,653	1,257,589	1,552,126	1,355,548	1,606,260	1,462,664	8,406,840
2020	1,157,415	1,434,716	912,800	547,622	1,146,327	1,177,310	6,376,190

**Ram Pickup outsold Chevy Silverado last year and now
Chevy is fighting back and they are neck and neck**

In the 2nd Quarter

Chevy Silverado

122,432



Ram Pickup

117,448





Remember that this is an election year. If you are in a battleground state political advertising may eat up a good bit of availability. Talk to the dealers in your market about locking in ad slots now for September, October, and that first week of November.

A blue car is shown in the foreground, decorated with colorful streamers (yellow, pink, green) hanging from the top. A price tag is visible on the windshield, showing the number '54900'. In the background, an orange vehicle is partially visible. The text is overlaid on the image.

The used vehicle market is poised for record sales in 2020 according to Edmunds

CERTIFIED PRE-OWNED

As new car prices hit record highs, analysts say certified pre-owned vehicles sales will rise as shoppers seek affordable alternatives

Total Used Sales

2018 - 40.2 million

2019 - 42.4 million

2020 - ??????????????????



There are now approximately

268,000,000

vehicles in the United States

**THE AVERAGE AGE OF A VEHICLE
IS NOW OVER 12 YEARS!**





**There is plenty of
pent up demand!**

NEW VEHICLE SALES

2015 - 17,386,000

2016 - 17,465,000

2017 - 17,134,000

2018 - 17,215,000

2019 - 17,120,000

2020 - ??????????



TRUCK SALES



2016

2017

2018



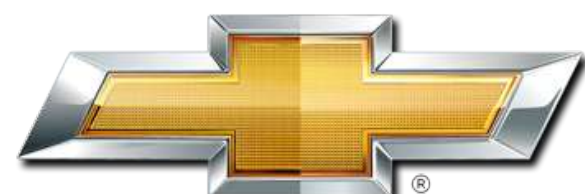
820,799



896,764



909,330



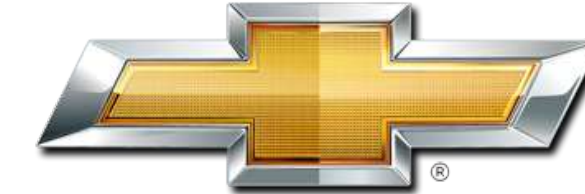
CHEVROLET

574,876



CHEVROLET

585,864



CHEVROLET

585,582



RAM

489,418



RAM

500,723



RAM




536,980



TRUCK SALES

2018



	909,330	Continues dominance - No one is close
 CHEVROLET	585,582	Flat Sales - Chevy is nervous
 RAM	536,980	The fastest growing truck line and chasing Chevy



TRUCK SALES

2019



	896,796
 RAM	598,960
 CHEVROLET	513,552




For the first time in history Ram is on pace to out sell Chevy Silverado



TRUCK SALES



FINAL 2019 RESULTS

	896,526
 RAM	633,694
 CHEVROLET	575,600



SUBARU[®]
Sales Climb

**Subaru is the only
manufacturer to have
11 straight years of
sales increases!**

2008	187,699
2009	216,652
2010	263,820
2011	266,989
2012	336,441
2013	424,683
2014	513,693
2015	582,675
2016	615,132
2017	647,956
2018	680,135



SUBARU[®]




**Subaru 12th year of record
sales and going strong**

700,117




2008	187,699
2009	216,652
2010	263,820
2011	266,989
2012	336,441
2013	424,683
2014	513,693
2015	582,675
2016	615,132
2017	647,956
2018	680,135
2019	700,117

Luxury Battle




2016

	340,237
	331,174
	313,174

2017

	372,240
	305,685
	302,229

2018

	354,144
	311,014
	298,302

Luxury Battle 2019 Sales



357,729



324,826



298,114



REBATES!

DEALER CASH!

INTEREST RATES DEALS!

**There are now 0% Finance deals for 84 months on many
new vehicles**

AND

**On Certified Pre Owned Vehicles there are unprecedented
0% to 3% finance programs.**

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

USED
CARS

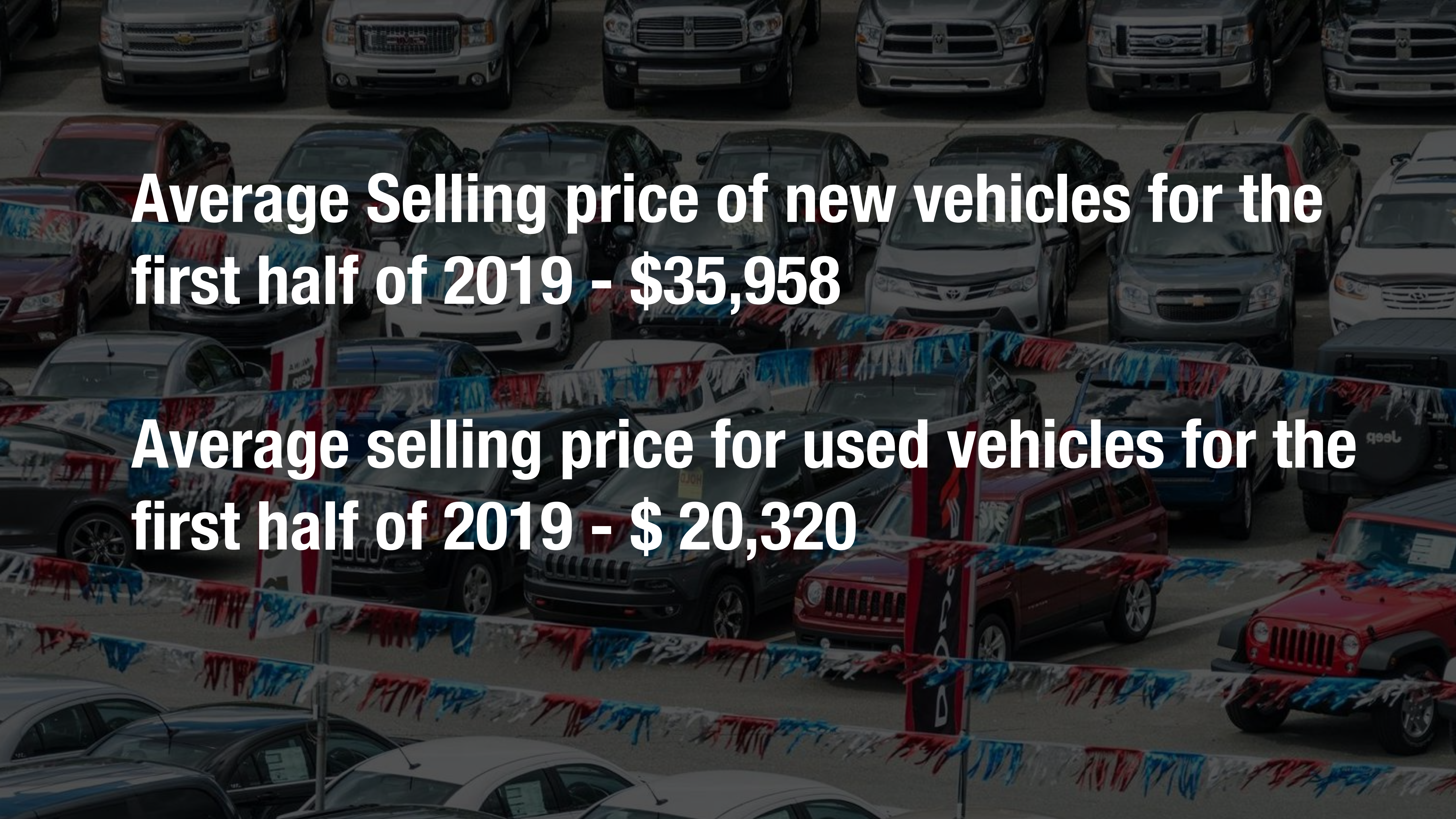
USED
CARS

USED
CARS

New vehicle inventories could be a little short in some parts of the country and with some models such as pickup trucks

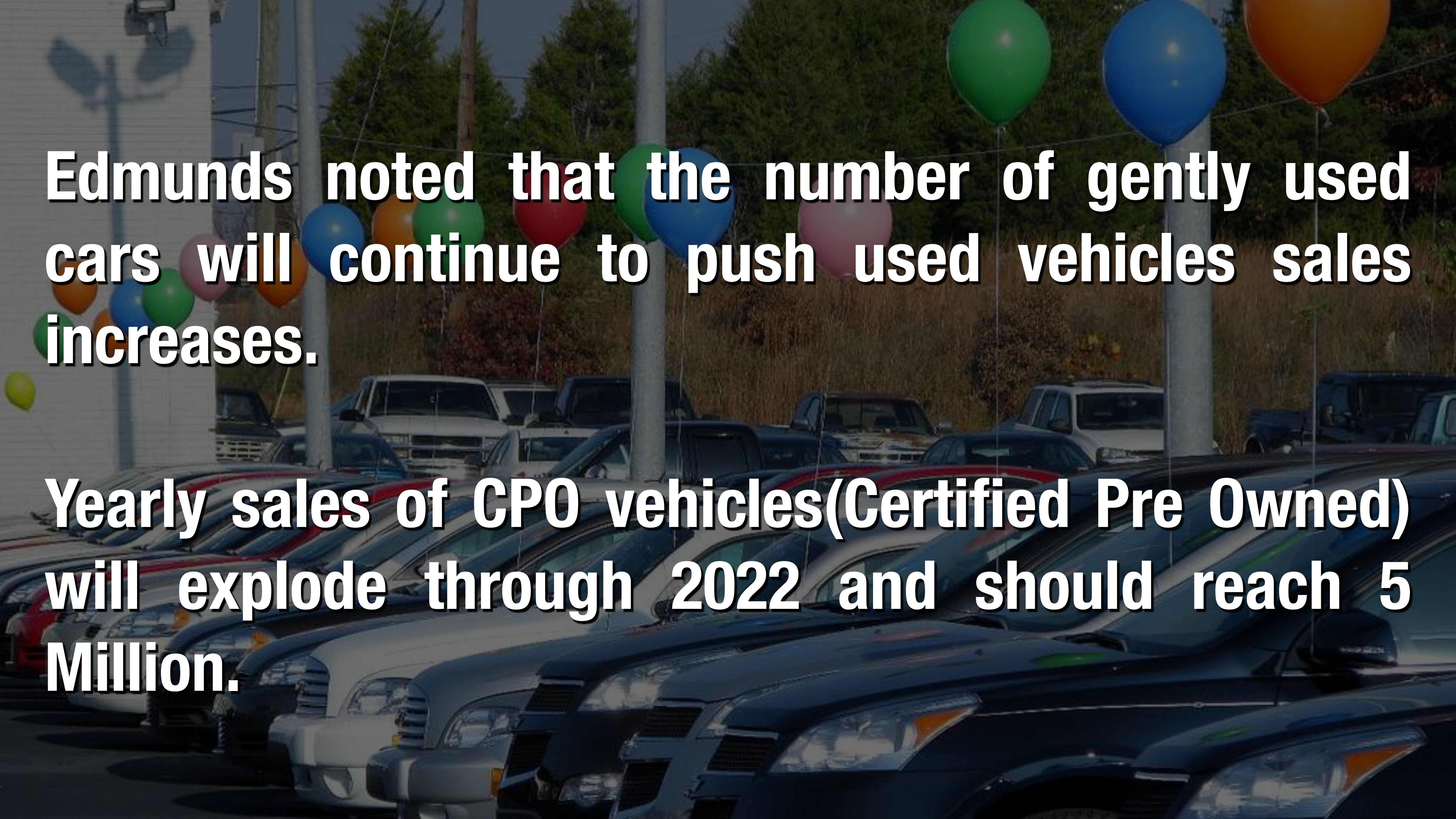
BUT

Certified Pre Owned (CPO) vehicles are everywhere. According to Edmonds, through June, CPO inventories are up 31% from a year ago.



Average Selling price of new vehicles for the first half of 2019 - \$35,958

Average selling price for used vehicles for the first half of 2019 - \$ 20,320



Edmunds noted that the number of gently used cars will continue to push used vehicles sales increases.

Yearly sales of CPO vehicles (Certified Pre Owned) will explode through 2022 and should reach 5 Million.

C.P.V.R.

Cost Per Vehicle Retail

DLR A

\$50,000 Total Adv. Exp.

100 units Sold

\$500 Per Vehicle Retail

DLR B

\$50,000 Total Adv. Exp.

125 Units Sold

\$400 Per Vehicle Retail

C.P.V.R.

Cost Per Vehicle Retail

DLR A

June

\$50,000 Total Adv. Exp.

100 units

\$500 per vehicle retail

DLR A

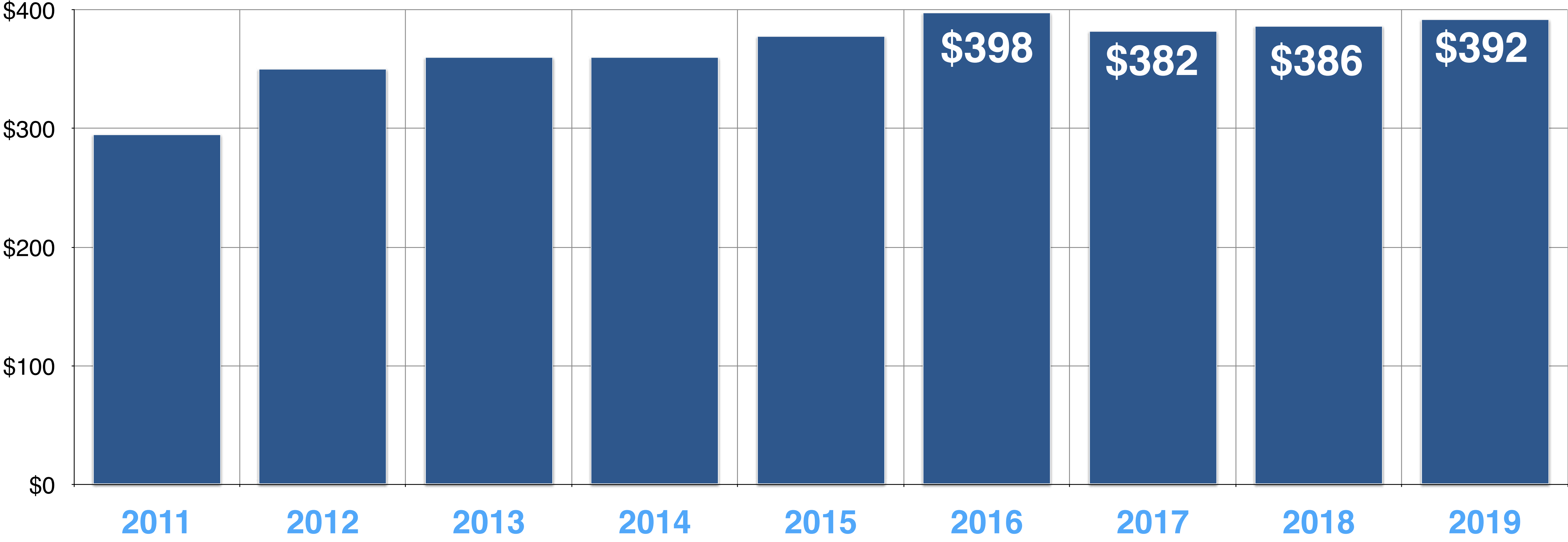
July

\$50,000 Total Adv. Exp.

125 units Sold

\$400 Per Vehicle Retail

Advertising & Marketing CPVR



If the internet is so effective, why has advertising costs per vehicle continued to go up?



The Elements of Compelling Automotive Creative

A brown Volvo XC60 SUV is shown from a rear three-quarter view, driving on a multi-lane highway. The background features a city skyline at sunset, with the sun low on the horizon, casting a warm glow over the scene. The car's taillights and rear wheel are visible.

1. Price

2. Selection

3. U.S.P (Unique Selling Proposition)

4. Prominent & Easy Internet Locator (U.R.L.)

- ▶ The coronavirus has hurt our business but we're coming back. Rebates and incentives have never been better. Now is the time to buy a new or pre owned vehicle from
- ▶ If you feel comfortable going to the grocery store then you will feel comfortable shopping for a new or pre owned vehicle here at
- ▶ We all have our masks on our dealership is being constantly disinfected and we are ready to safely serve you.
- ▶ You can social distance and buy a car and truck, No problem
- ▶ Call or go on line. We will help you select a new or pre owned vehicle and bring it to you. You can test drive it by yourself.
- ▶ You can imagine, The virus has hurt our business and now we really, really, really want to sell you a vehicle more than ever before. The rebates are great, the finance deals are at 0%, and our prices have never been lower

Should a dealer emphasize price or monthly payment in his advertising?

Generally, when advertising New vehicles focus on monthly payment.

When talking about used vehicles try to focus on price.

✓ **EXPAND YOUR MARKETING FOOT PRINT**

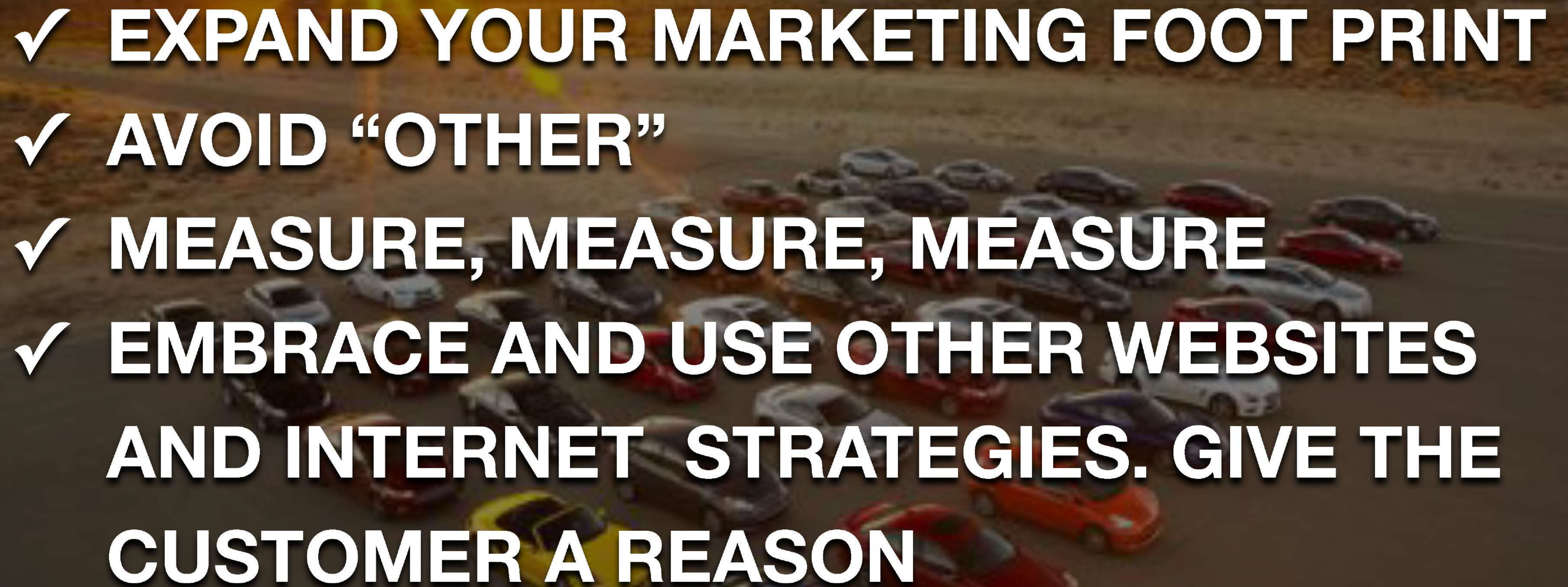


✓ **EXPAND YOUR MARKETING FOOT PRINT**

✓ **AVOID “OTHER”**



- 
- ✓ **EXPAND YOUR MARKETING FOOT PRINT**
 - ✓ **AVOID “OTHER”**
 - ✓ **MEASURE, MEASURE, MEASURE**

- 
- ✓ **EXPAND YOUR MARKETING FOOT PRINT**
 - ✓ **AVOID “OTHER”**
 - ✓ **MEASURE, MEASURE, MEASURE**
 - ✓ **EMBRACE AND USE OTHER WEBSITES AND INTERNET STRATEGIES. GIVE THE CUSTOMER A REASON**

**YOU MUST GIVE THE CUSTOMER
A REASON TO VISIT THE DEALER'S
WEBSITE.**



WEATHER

LOCATION SEARCH

Dallas, TX

83°

Times of sun and clouds

Hurricane Tracker

Radars

Live Weather Channel

MyOwnRadar

Weather Tools

WeatherMinds



LOCAL FORECAST

OVERNIGHT: Increasing clouds...warm. Winds: SE 5-10. Low: 80.

August 4, 2015 07:21AM



CURRENTLY IN: DALLAS, TX



83°

Feels like 86°

Broken Clouds

Wind 6mph SSW
Humidity 60%
Pressure 29.95"
Visibility 10mi

TODAY

102°
Sun and clouds mixed.
Wind: 11mph S
Chance of Precip: 0%
DETAILS +

TONIGHT

80°
Clear skies.
Wind: 11mph S
Chance of Precip: 0%



Sure, Don Davis Auto Group has lots of cars.



Which lot did you have in mind?



LINCOLN

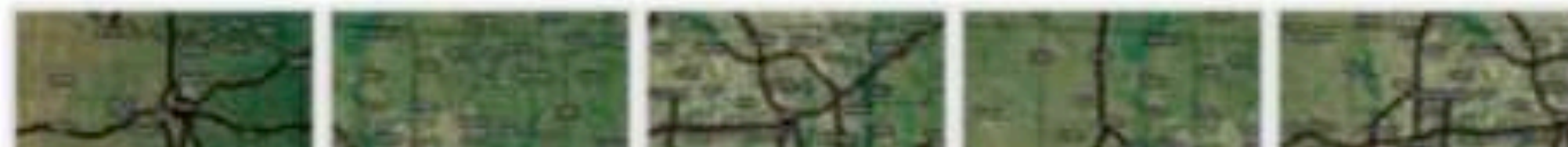


RAM



> Click here to find a location or to search vehicles.

WEATHER IN THE AREA



RIGHT NOW WEATHER

Dallas, TX

11 AM

5 PM

11 PM

5 AM





WEATHER IN THE AREA



Regional Collin County Dallas County Denton County Tarrant County

RIGHT NOW WEATHER

Dallas, TX 

11 AM	5 PM	11 PM	5 AM
			
92°	98°	87°	79°

[More Weather](#)

QUICK LINKS

- [Slideshow](#)
- [News Links](#)
- [Radar](#)
- [Share Your Photos](#)
- [Coupons](#)
- [Lottery Results](#)
- [TV Schedule](#)
- [GMT](#)
- [National Politics](#)

CRIME

KIA'S FOR \$159/MONTH 
[Click For More Details](#)

Man with gun killed by Fort Worth police

[Read Story](#) WFAA



WHO: Tests show new Ebola vaccine is 'highly...



Man with gun killed by Fort Worth police



Texas refuses to issue same-sex couples death...



Free nannies for sick, stay-at-home moms



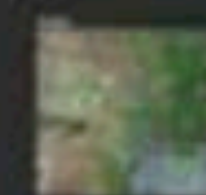
Pastor's ties to McKinney tech company under...



Methodist Dallas takes on 3 liver transplants in...

Construction Begins Summer 2015
4th Lane. Forthcoming.
Dallas North Tollway & Bush Turnpike
 [Learn More >>](#)

RIGHT NOW



Weather | 2 hours ago
[Local Forecast](#)





It is **CRITICAL** that the dealer's website be prominent in every second of the TV creative and at least mentioned 3 times in the radio spot.

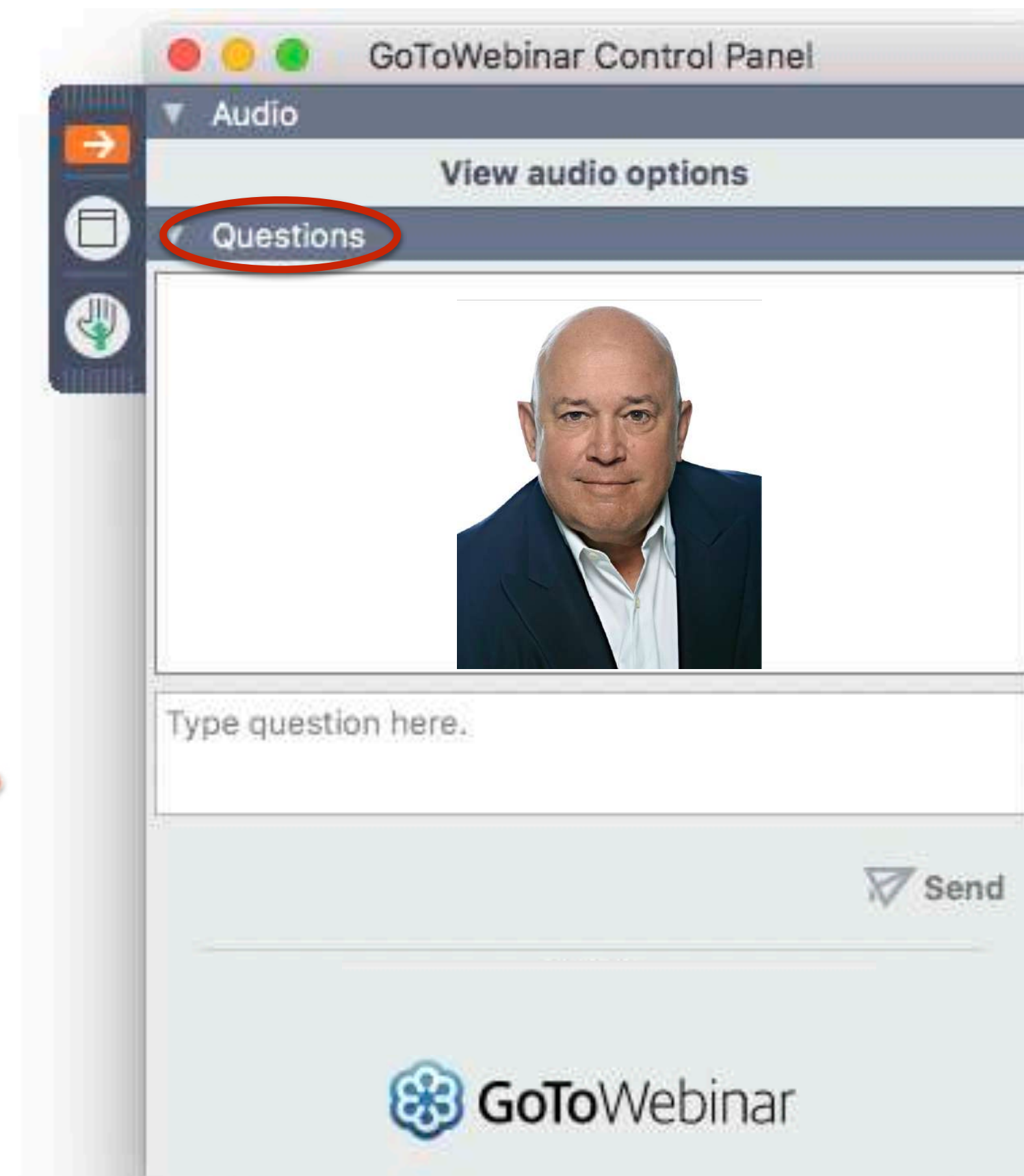
The Golden Rule



If it is not driving customers to the dealers website or showroom with the intention of inquiring about a vehicle

JUST DON'T DO IT.

HAVE ANY QUESTIONS?





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