



CFADA
CENTRAL FLORIDA
AUTO DEALERS ASSOCIATION

Member
News
March 2018

KEEPING OUR COMMUNITIES VIBRANT AND MOVING



Hello!

I want to formally introduce myself and tell you about all the great things that are happening at CFADA. I

have extensive experienced in business management, marketing, and IT implementations in the United States, Latin America, and Europe. Most of my career has been in the engineering and education space, within the last few years also helping IT start-ups. I have a bachelor's in international studies, a bachelor's in Marketing, and an MBA from the University of Iowa. Currently, I am working on my PhD. I am excited to bring my education and experience to CFADA. It is an exciting time in the new vehicle industry with many technological advances and new opportunities.

As an association, our goal is to be better every year. We are looking for more efficient ways to provide legislative updates, industry training, trade education, and networking opportunities. In the next few week, you will be receiving communications from us to schedule meetings and notifying you of training or networking events with information on how to participate.

As a member-centered trade association, we have a new website in the works that will

have a members-only portal. In addition to the members-only area, the website will allow us to provide information more efficiently and to highlight our members' expertise. In addition, we have a social media presence on LinkedIn, Twitter and Facebook. We also advance our mission to bring attention to the automotive tech industry, we continue to give to community causes that are dear to us, and regularly monitor legislation that can impact our industry.



There are a lot of great things happening at CFADA and I am looking forward to working with you. If you are in the Sanford area, please stop by and say hi! You can call or send us an email. I have already met with some of you and I will be scheduling meetings with others. I want to learn more about you. I am a coffee drinker so a coffee meeting is always a good thing! Conversations and coffee seem to go well together.

I look forward to hearing from you!

New Associate Members

Please join us in welcoming our newest Associate Member, Stream Companies. Stream is an integrated automotive retail ad agency that provides Traditional and Digital marketing solutions to dealers nationwide. Stream Companies has more than 20 years of experience working with the automotive industry. Whether you're operating a single location or a multi-rooftop auto group, we understand what car buyers need to make a purchase and what dealerships need to keep their inventory moving. You'll be amazed just how easy it is to create a unified ad campaign across any number of our fully integrated services.

You can learn more at www.streamcompanies.com.

stream
companies

Stream will be conducting an advanced SEO seminar in the upcoming months to help our dealers dominate Google's search results in 2018. More information on the seminar will be coming shortly.

RESOURCE MANAGEMENT GROUP



RESOURCES MANAGEMENT GROUP

Next, we have RMG. [Resources Management Group \(RMG\)](#), a recognized leader in dealer reinsurance, F&I income development and compliance services, has recently been approved as an associate member of CFADA. RMG is uniquely positioned to help Florida dealers maximize profitability and provide custom-branded F&I programs structured around the needs of the dealership. The RMG team comprises former dealers, GMs, and F&I directors who combine the company's proven process with years of dealership experience.

RMG is the nation's largest Portfolio Group agency providing reinsurance management to over 1,600 dealerships. Seven consecutive years Portfolio Reinsurance has been recognized as the best reinsurance solution by Dealer principals in the annual Automotive Age Magazine polling. The RMG Portfolio platform provides dealer's a value-added opportunity to increase F&I profitability, drive customer retention, and leverage strategies to grow a dealer's net worth. RMG clients benefit from complete F&I sales support and end-to-end consultation and training to ensure higher dealership profits.

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