

# \$200 More Profit per Vehicle in the F&I office is being generated by this suburban Philadelphia dealership.

## eMenu builds buyer confidence, increases aftermarket product sales

In today's tight-margin market, you've got to make the most of every opportunity, and it is in the F&I office where a skilled professional leveraging modern F&I tools can add significant margin to every vehicle deal.

For Springfield Hyundai, a Potamkin dealership operating in an aggressively competitive market in the shadows of Philadelphia, that "significant" additional margin averages \$200 per deal. F&I manager Al Torcini attributes to flexible and quick DealerTrack eMenu solution he's now using to make more professional aftermarket product presentations to buyers.

**"With DealerTrack eMenu  
there are no gray areas"**

Al Torcini, Manager  
Springfield Hyundai

"This eMenu is the best," Torcini said. "Customers used to sit in the F&I office for 30 or 45 minutes while we went through the product presentation, reconfigured options and the like. With this DealerTrack eMenu we get buyers in and out of this office today in 20 minutes and we've compromised none of the presentation fundamentals."

Furthermore, Torcini said, eMenu's mandatory "Products Accepted" and "Products Declined" columns on the eMenu print out, often results in second-thought sales.

Torcini noted that not only does this two-column review process mean Springfield Hyundai complies with the various disclosure regulations, but often gives buyers pause to reconsider aftermarket product options they might have declined earlier in the product presentation. Torcini note that this happens with about 25 percent of the buyers to which he presents.

Even on the busiest of days, Saturday, Torcini said the eMenu solution helps him keep up with the steady flow of buyers. "Customers respond much more positively to the printed eMenu than they do to handwritten menus because this DealerTrack eMenu process is more professional to them and it makes them feel more confident that they're with professionals."

Torcini had worked with others' menu systems before, and finds that the DealerTrack eMenu offers more options, is more comprehensive, and is quick to show how a customers' change in product mix or term affects the deal.

For Springfield Hyundai, DealerTrack eMenu also adds a powerful touch of professionalism to the entire F&I process. "A customer said she was impressed that our F&I process was so structured...so well laid out. She said always felt clobbered in other F&I offices before," Torcini said.

For Springfield Hyundai, eMenu is also an important step on the ladder to total dealership regulatory compliance. "It's always better to have in writing what the customer accepted and did not accept when in the F&I office," Torcini said. "With DealerTrack eMenu there are no gray areas."

**SPRINGFIELD HYUNDAI**