



Pennsylvania Kia Dealer

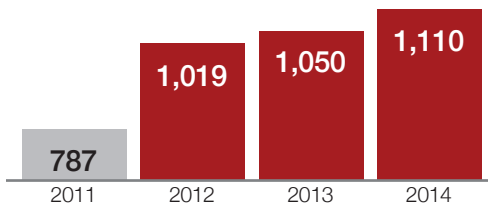
	BEFORE	AFTER	INCREASE
Leads	1,107	1,548	39.8%
Appointments	510	620	21.6%
Units Sold	189	215	13.8%

**Actual numbers calculated before and after one month of BDC & Creative Control from September & October, 2014.*



Pennsylvania Hyundai Dealer

BDC & Creative Control began in January, 2012, when sales began to drastically increase.



April 21, 2013

To whom it may concern,

It is my privilege to write a letter of recommendation for Robert Ring. I have observed Robert function with distinction in a number of roles within a dealership and have been impressed with his versatility, flexibility and professionalism. Robert is an individual who pursues excellence in everything he attempts to do. He is a person of high integrity and is respected by others for his character and work ethic. As a leader, Robert is committed to the growth and development of his people. He recognizes how critical his people and communication skills are to leading others and has worked hard at refining these skills.

Robert is a seasoned professional who is able to see the "big picture" of dealership life because of the variety of roles he has held in a number of dealerships. I believe that Robert will always have a major impact upon the productivity and profitability of a dealership because he has mastered so many facets of dealership life. He recognizes the highly relational dimension of dealership life but also has a deep understanding of the invaluable contributions that technology can make to a dealership.

Robert understands that the quality of life in any dealership is more dependent upon the quality its leadership than any other single factor. A dealership that partners with Robert will receive a leader who has the ability to achieve results through others. In recent years I have observed firsthand how Robert has hired and successfully developed many people. This is a rare ability that Robert possesses that makes him an invaluable asset to any dealership.

I would welcome any opportunity to interact more extensively about Robert Ring. He is one of the most exceptional human beings and professionals I have ever had the privilege of knowing.

Sincerely,

Mark J. Crocco

Hear Dan Dortic's Story



*President of Major
Hyundai & Murray Motors*

