

# The PATH Act and Tax Refunds



## Did You Know There is a Shortened Tax Season Because of the PATH Act?

During the 2018 “tax season”, dealers may be affected by a new tax regulation: the PATH Act. If you’re not familiar with this change, be aware that:

**Many tax refunds will not be issued until after February 15.**

Here’s how you can maximize your sales even though the “New” tax season will be shortened:

### Tips:

- 1. Plan to pre-sell your customers** before they receive their tax refunds. A tax partner like Tax Max (TaxMax.com) can help you offer your customers a car based on a tax refund advance. With help from Tax Max, you can estimate your customer’s anticipated tax refund using a current paystub and schedule a tax season payment within the contract.
- 2. Maximize your sales with these marketing techniques:**
  - A - Get people to your lot** with print ads, postcards, direct mail, radio, and/or television.
  - B - Inform your customers on site.** Once they reach your lot, they need to be reminded with banners, realtor signs, table tents, posters, and/or hang tags.
  - C - Train your sales staff to promote the program.** Your sales staff should wear buttons, answer phones, and/or ask your walk-in customers if they have filed their taxes. “Bring your W2’s, drive out today” is a greeting that will surely catch your customer’s attention!
- 3. Minimize your risk** with a trusted GPS provider like GoldStar, which offers tools like:
  - **Location Genie** to take the guesswork out of vehicle location
  - **Reference Genie** to automatically validate buyer references
  - **Audible payment reminders** to improve on-time payments
  - **Recovery Link** lets you recover a vehicle faster with higher success rates
  - And more

The 2017 tax season change caught many dealers by surprise. Make sure you have a plan for managing your sales and inventory as tax season changes. With the right tools and preparation, dealers can thrive during tax season and beyond.

Contact Us Today for a Goldstar Demo.

Call (800) 557-1449 or visit us at [spireon.com/goldstar-demo](http://spireon.com/goldstar-demo)

