



Small Dealer, Long Reach

The BHPH Dealer That's Never Lost a Single Car, Not Even the One That Got 2,000 Miles Away

About

Small dealer. Small town. That's how Jared Halsted describes Double H Auto Exchange, his 35-to-40-unit operation in Queen Creek, Arizona (less than an hour's drive from Phoenix). Double H Auto Exchange averaged about 19 units sold per month in 2018, mostly buy here pay here. Three full-time employees, a bookkeeper, and Jared keep the lights on and business humming. Jared has been in the car biz since 1999, became a licensed dealer in 2002, and opened the doors at Double H in 2014.

In his spare time, Jared sits on the board of directors for the Arizona Independent Auto Dealers Association (AIADA), a constituency consisting of approximately 5,400 used car dealers. "It's a good little thing we got going on over here," he tells us.

Challenge

From the very beginning, Double H Auto Exchange has placed GPS devices on its cars. Jared followed the sage advice of an AIADA board member who advised that he should have a GPS device on board every one of his cars. He specifically pointed him to GoldStar. "They're the best."

Jared had heard about skip tracing, column references, and other complicated car tracking methods; however, when he saw his colleague's operation, it just made sense. "He pulled up a screen, and there were all these little dots that he said was his. I thought, 'Well, isn't that neat!'"

DEALER HIGHLIGHTS

Dealer Name:

Double H Auto

Location:

Queen Creek, Arizona

Cars Sold:

19 Units per month

In Business:

Since 1999

Solution

GoldStar is the No. 1 GPS provider in the used car industry. Using smart technology, it helps dealers collect more payments, simplify recoveries, and uncover **new profit streams**. Payment collections are enhanced through audible payment reminders, late payments and defaults are curbed through default predictors, impound storage fees and reconditioning costs are minimized by impound lot alerts, and new money flows in via a consumer mobile app that can be sold as an add-on service on all GoldStar equipped cars on the lot.

Results

Jared describes the growth of Double H Auto Exchange first as a creep that sped up to a crawl, eventually rose to a walk, and is now running. It started with an order of 10 GoldStar GPS devices.

Next thing he knew, all had sold and he needed another 10. Then he was buying devices by the 20s. Now he tracks anywhere from 100 to 120 vehicles in his portfolio at any given time.

“We didn’t have very many repossessions or other needs in the beginning, but as we got bigger — and of course we started taking on more risk — there were more and more repossessions,” Jared explains. “With GoldStar, it’s great because I can just send off a link to my repo guy and the car is back the next day. I have never lost a car, and that is because I GPS every single vehicle, even if it’s a friend or family member. They even use it for an insurance discount from most insurance companies.”

Jared reports that customers don’t object to having a GPS device in their car. Double H Auto Exchange keeps its portfolio solid by maintaining positive relationships with all its customers. That positivity has led to only about 10 percent to 15 percent of its portfolio resulting in repossession every year.

Jared is so confident in GoldStar, he’s expanded his business beyond just his local community. One current customer moved to Montana, another works in Colorado regularly. In fact, one bad seed fell behind on payments and took off to Florida, and counted on the fact that it would be too difficult and expensive for Jared to pursue him. However, Jared simply called a repo company in Florida, told them he had GoldStar, they had him send them a link, and, “Thirty-five minutes later, that car was repossessed and impounded,” Jared marvels. “When you tell me to go pound sand, it turns out my arm stretches a little further, and GoldStar makes it possible.”

When Jared trains new dealers on how to get started in BPHH, his message is clear. “I tell them to GPS every car and to use GoldStar. Don’t, don’t, don’t skimp on the asset protection; it’s not worth it. Spend the money, and you’ll get your car back every time.”

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— Jared Halsted, Double H Auto Exchange