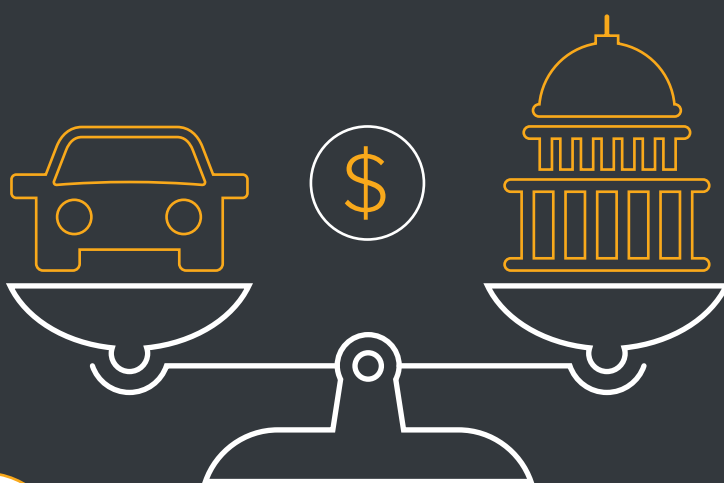


How to Deal with the PATH Act:

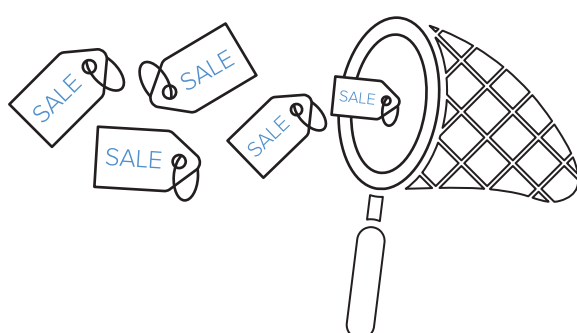
6 Tips for Making the Most of Tax Season



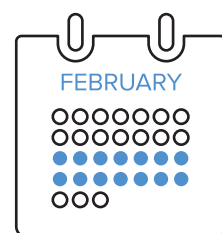
Step 1



Work with a tax partner/tax season promoter

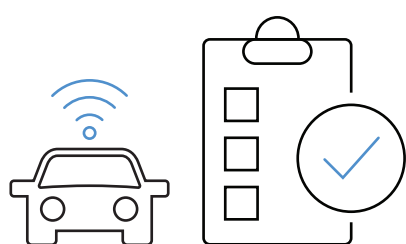


to help capture sales

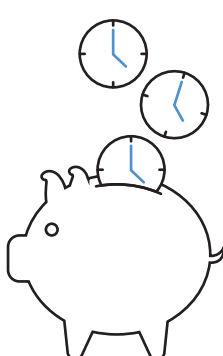


before customers receive their refunds.

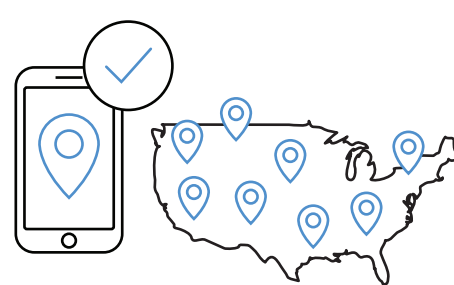
Step 2



Make sure you have GPS inventory to pre-load your vehicles



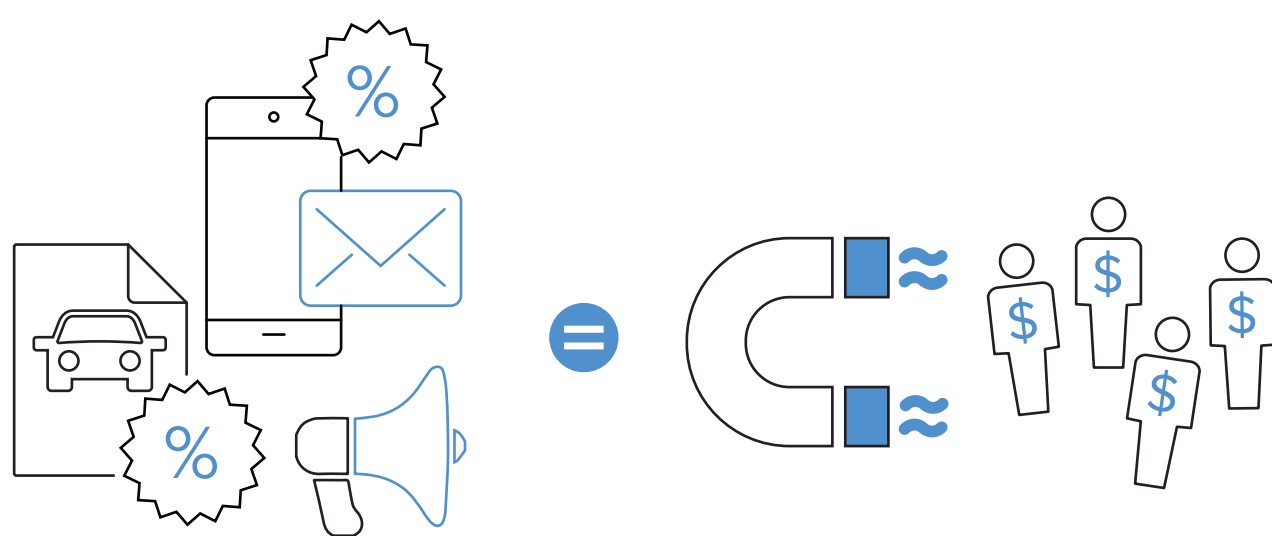
saving time when the tax refunds start coming in



and minimize your risk as the vehicles roll off your lot.

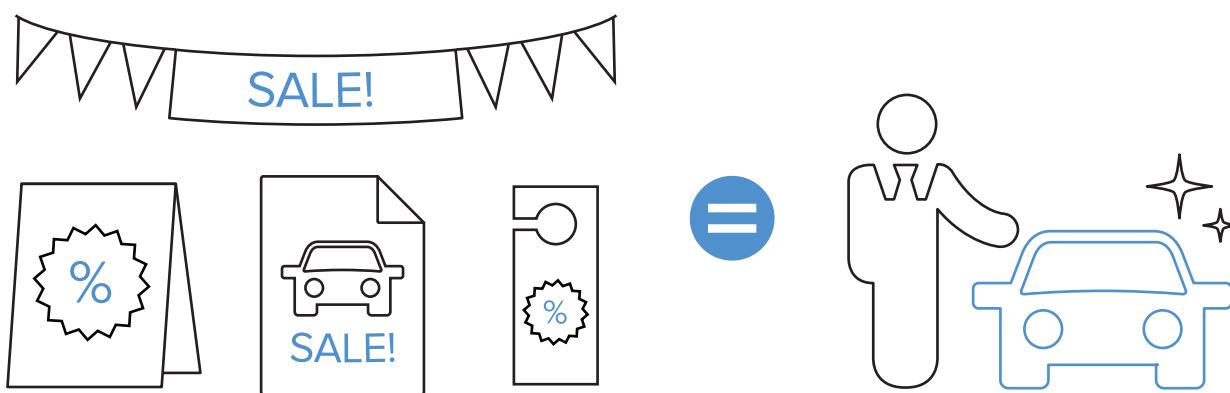
Step 3

Get customers to your lot with targeted marketing: print ads, postcards, direct mail, radio, and/or television.



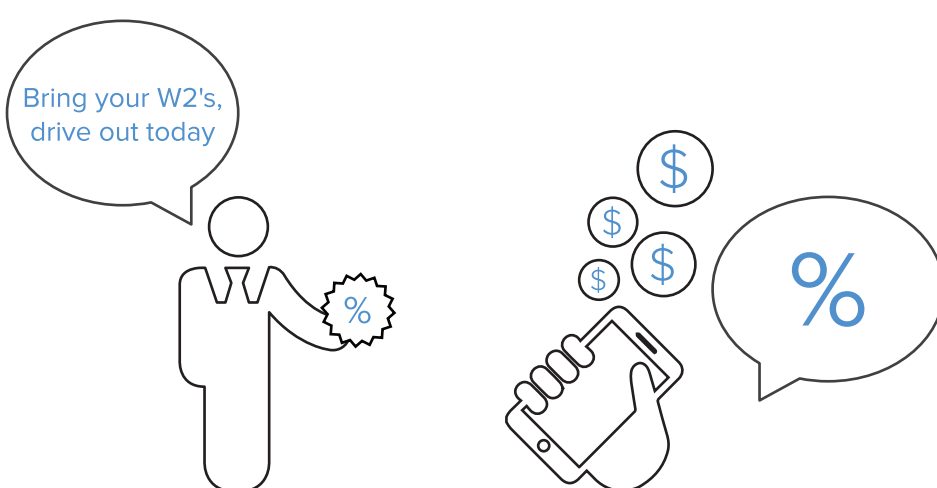
Step 4

Remind customers on your lot how you can help get them into a new car



Step 5

Have your sales staff share the news



Step 6

Use your GPS solution to validate references and set up payment reminders, so you can focus on selling more cars.

