

LOUD AND PROUD

MONTHLY NEWSLETTER

YOUR DEALERSHIP. YOUR NEWS. OUR FAMILY

VOLUME 1 – EDITION 5



September 2017

State of the Union

Gary Rome Hyundai

- Sales - New 98 - Used 49
- Service - 1687 tickets closed-largest amount yet!
- Parts - \$283,381
- BDC - 4772 calls handled

Gary Rome Kia

- Sales - New 24 - Used 36
- Service - 1016 tickets closed
- Parts - \$185,996
- BDC - 2427 calls handled

Current Sales Offers

Gary Rome Hyundai and Gary Rome Kia



Gary's Corner

On August 30th our dealership celebrated the one year anniversary at 150 Whiting Farms Road. Our outstanding staff, state-of-the-art building, along with the Ingleside location has brought exponential growth across all departments, resulting in an amazing year.

We enjoyed a celebratory luncheon together catered by our neighbor JP's Restaurant, and followed it with our first Bi-Annual Town Hall Meeting. Each department head shared their highlights and successes of the year and described the unique transition from Main Street to Whiting Farms.

The increase in the sheer volume of calls handled by the BDC and customers helped in person by the service writers, was astounding. Parts credited their smooth warehouse to super-warehouse conversion to teamwork and one dauntless weekend moving over 10,000 pieces of inventory. Sales has greatly expanded their numbers of units sold and number of sales staff as well. It was easy to hear the pride each manager had for their respective teams and for the hard work across all departments that made this inaugural year such a success.

Employee surveys were completed and shared "Town Hall" style where questions and concerns were discussed. All but six surveys were returned, which speaks to the willingness of our employees to participate in having their voices heard and also to the open atmosphere present here at Whiting Farms Road.

As we look forward, Gary Rome Hyundai will take this momentum of one year under our belt and just keep growing - growing as a cohesive team, growing as a caring family and growing as an unstoppable force in the Western Mass auto business.

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Shout Outs

Service - Gary Rome Hyundai

Here's a quick story about Dave Sostoski and the example of his level of customer service. Dave was working until close one Monday night, and a family came in on a tow truck off the Mass Pike. They were from out of town and it was already after closing time. Dave took care of the customer's needs. He listened to them describe the problem they had, wrote up a repair order, and ensured their vehicle would be looked at the next business day. But, what happened next was exemplary. Dave took the customers with their infant son from our service drive and drove them to a local hotel of their choice to stay the night. He made sure they had everything they needed to settle in - all on his own personal time at 8pm at night!
-Kevin Schechterle, Service Manager - Hyundai

Parts - Gary Rome Hyundai

This month's stand out employee has gone above and beyond expectations by taking on the responsibility of inventory pictures. This was an area where we had been struggling with another vendor. Now, with Patrick Perez behind the camera (and that camera safely tucked into a stylish "man purse") the struggles are no more. We have gone from a 50% inventory image rate, where only half of our available vehicles were able to be viewed on our web site, to a 96% image rate. This is not only still photos, but also walk around videos and 360 degree views of the interior. The more our customers can see on line, the more they'll want to see in person - Nice job Patrick!
-Tim Ferreira, Parts Manager

A very big THANK YOU goes out to Josue Rivera in the Parts Dept. for his tireless efforts in selling 50/50 raffle tickets for the Saturday Car Shows. The proceeds from the ticket sales benefit the Holyoke Women's Shelter, and our own "Macho" man has shown us his giving spirit!

Shout Outs

Business Development Center

We have a very solid Service Coordinator Team now: Candice, Sonia and our newest addition Jessica. Please take a minute to welcome Jessica to Gary Rome. Since I came on with Gary Rome Auto Group about a year and a half ago, we have had a distant goal of getting the Service Coordinators involved in generating business for the sales floor.

How does that look? When the clients call in to make a service appointment, we invite them to take a test drive while they wait. Seems simple, right? Well, it is a bit more challenging than it seems, and up until last month I have been unable to get this off the ground and running.

But that has all changed. Now, with this great team in place, this goal has finally been accomplished and is showing results. The ladies scheduled eleven test drive appointments in August, six of those clients actually took test drives, and we had our very first Service Coordinator Sales Assist in the month of August.

-Mike Hattie, BDC Manager

Sales - Gary Rome Kia

Justin Martin was a previous employee of ours, and has returned to Gary Rome Kia for four months now. Within that short time frame, he's already become top sales associate for the month of August selling a total of 18 cars. "He's building his portfolio one happy customer at a time."

-Dave Nathan, General Manager - Kia

Sales - Gary Rome Hyundai

The sales department got a huge assist from some dedicated service technicians who came in on their day off to complete the PDI's (pre-delivery inspections) on an influx of new vehicle inventory. Chris Bergeron, Kevin Cassidy, Scott Manale, and Mark Raffa from Service, really pulled through for Sales. - Ed Bourbeau

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Welcome to the Family	What's Happening
<p>Mo Garcia - Hyundai Sales Jose Cabrera - Hyundai Service Tech Mark Raffa - Hyundai Service Tech</p>	<p>Join us for our first Hyundai vs Kia Wiffle Ball Tournament! Saturday, September 16th at 5:30PM come to Community Field in Holyoke for some family fun and friendly competition (or not so friendly competition, as we know a few of our co-workers who HATE to lose!)</p> <p>On Monday Sept. 18th Gary Rome Hyundai will be hosting a Chili Cookoff to benefit the USO's Stockings for Soldiers campaign. For a \$5 donation, employees can taste seven different homemade chilis and cast their vote for the winning recipe. Cornbread, tortilla chips, and chili fixings will be available, as well as an array of donated desserts. Join us and make a lunch of it! (B.Y.O.T. - bring your own Tums!)</p>
Community Corner	Happy Anniversary
<p>On August 12th, Gary Rome Auto Group hosted a successful family bowling night at Shaker Lanes in East Longmeadow. Pizzas and good times were shared across the lanes and there was fun to "spare"!</p> <div data-bbox="110 1356 436 1604" data-label="Image"> </div> <div data-bbox="440 1356 760 1604" data-label="Image"> </div> <div data-bbox="110 1619 339 1898" data-label="Image"> </div> <p>Hooray, or "Ole!" to Edgar Vazquez in the Parts Dept. He was the winner of the Chipotle Gift Card. See Edgar for all your burrito needs...</p>	<p>Gary Rome Hyundai</p> <ul style="list-style-type: none"> ★ Juan Morales - 9/14 1 year ★ Vanessa Williams - 9/16 2 years ★ Dan Gilbert - 9/18 3 years ★ Edwin Feliciano - 9/26 5 years <p>Gary Rome Kia</p> <ul style="list-style-type: none"> ★ Gabriel Arce-Diaz - 9/14 2 years ★ Kwam Heath - 9/18 2 years ★ William Morris - 9/29 1 year <p>Gary Answers the Questions You Asked</p> <p>If you were not in the car business, what would you do? "I would either be a water ski instructor with my own boating/water sports school, or an adjunct Marketing Professor." Gary Rome, Owner</p>

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Our last Cruisin Car Show at Gary Rome Hyundai took place Sept. 9th, and was another example of our Holyoke community coming together. A 50/50 raffle has been held each Car Show to benefit the Holyoke Women's Shelter for those affected by domestic violence and abuse. \$425 was raised Thank you so much everyone!



Training/Job Opportunities

Renee Charles, our comptroller in the business office, is planning educational luncheons called Lunch and Learn. She is hoping to utilize some in-house talent and outside expertise for growth opportunities. Renee has some events on the horizon to coincide with the upcoming Employee Handbook - time management, safety and compliance training, and harassment awareness. If you "have a particular set of skills" you feel could benefit your co-workers such as a proficiency in Excel, a knack with organization, or any teachable tips and techniques, please see Renee.

Kevin Schechterle, service manager at Hyundai, is on the lookout for seasoned automotive technicians. If you know someone with extensive repair experience who is in search of a new opportunity to work in one of the most up to date auto shops in western Massachusetts, please see Kevin in service.

Quality Sales Associates are one of our biggest assets here at Gary Rome, and Hyundai's GM Ed Bourbeau is always open to meet with potential new Sales staff. If you know of any top notch salesmen or women, please see Ed.

There is a \$500 signing bonus for any employee referral after that new hire has worked here for 6 months.