



## March 2024 NPDA Partner Reports

### Rollick's Future of Buying Study Showcases Consumer Trends



Chris Yeloushan, VP of Dealer Development and Industry Relations at Rollick, encourages Dealers to view the company's "Future of Buying" study to gain insight on today's powersports consumers.

Did you know 90 percent of respondents said getting a fair value for their trade and the ability to discuss the final out-the-door price were the key financial factors impacting their buying decision? Or that over 36 percent of Powersports customers want to buy within one month if this was discussed at the beginning of the shopping journey.

Rollick's Future of Buying study explores Powersports consumers behaviors within the outdoor recreation industry. This study includes 27,000 participants to outline the details of consumer engagement with Dealers during the shopping and buying process.

This study is a guide for Powersports Dealers to understand how customer behaviors are always changing. It highlights the importance of clear communication, email nurture strategies, and being flexible to create strong, long-lasting relationships with customers before, during, and after the sale.

Read and download the Future of Buying study by clicking [here](#).

### Garage Composites Offers 10 Questions to Define Dealership Culture

Culture. In their first episode of *Garagecast* in 2024, Tony Gonzalez and Sam Dantzler from Garage Composites discussed culture. With an industry faced with challenges in



inventory, interest and margin problems, they thought long and hard about what makes some Dealerships thrive – no matter the economy they face.

So as to not list the hundreds of reasons that we thought the best Dealers succeeded, we broke it down to the 10 things that make their cultures great. These are 10 questions that we think every Dealer should be asking themselves today.

1. What does your Dealership look like?
2. Are you a proactive or reactive Dealership?
3. Who works for you and why?
4. Do you use or simply pay for your CRM?
5. What type of service work do you do?
6. What is your attachment rate for your parts?
7. Is your shop a place you would shop?
8. How often do you talk to your lot tech/delivery driver? What do they say?
9. Who is your longest standing team member and why are they still with you?
10. Are you still in business because you are an enthusiast or because it pays the bills?

Selling season has begun - culture is what runs your dealership in your presence, and in your absence.

Listen to the referenced Garagecast episode (#191) [here:](https://garagecomposites.com/podcast)  
<https://garagecomposites.com/podcast>

**National Powersport Auctions: Seasonal Powersports Pricing is Back – How NPDA Dealers Can Capitalize**



It has been a few years since we have seen the seasonal powersports curve, but it is officially back, according to National Powersport Auctions.

A rise in auction pricing across the country is underway for all major categories. Wholesale auction pricing started to pick up in early February and has been climbing each week since. The exact timing of the seasonal peak and average price increase cannot be predicted, but based off the data and Dealer feedback NPA has received, it's looking like late April to early May.

How can NPDA Dealers take advantage of the seasonal curve?

For aged inventory, write a retail and wholesale plan for each unit. Make sure these plans have deadline dates. If you cannot move it via retail, send it to the auction before the Spring frenzy is over. The quicker you turn your aged inventory, the quicker you have capital to invest in bikes that you can retail this summer.

This is the time of the year you need to separate your dealership from the others. If you have unique or low mileage pre-owned units, make sure to market them. Odds are, you are the only Dealership in town that has that specific model, in great condition, and low milage. Make sure your customers know about it!

For more information, go to [www.NPAuctions.com](http://www.NPAuctions.com).

### **Rawrr Reveals New 2024 Mantis Pricing, Model Highlights**



Rawrr Inc. is proud to share our latest news first with our NPDA members. We have been working tirelessly behind the scenes to expedite the production and delivery of the entire 2024 Rawrr product line. We are no longer just an eMoto off-road model; we have become a four-model brand, with our largest model now finalizing its DOT compliance testing.

In the coming weeks, you will see our national announcement of our new Mantis lineup. We are starting with the Mantis Mini for young riders who have outgrown their Stacyc. With its 24-inch seat height, 25 mph speed, and an MSRP of \$2,499, it is a great bike at a great price.

Our new medium-sized bike, the Mantis X, is 130 lbs. and has a top speed of 53 mph. It is well priced at \$2,999 MSRP, making it one of the lowest-priced bikes in this segment.

For 2024, the Mantis has been repriced with a new dealer cost of \$3,200 and a new \$1,000 lower MSRP of \$3,999. This well-proven bike is an absolute bargain at this retail price.

Rawrr's final bike, the Mantis "S," is a new DOT-compliant street-legal Mantis. This will come with a new 72-volt 40 Amp battery and can be licensed for use on

the street. With an MSRP of \$5,499, we expect this bike to sell well. All models are expected to be available in Late April 2024.

For more information, email [timcalhoun@riderawrr.com](mailto:timcalhoun@riderawrr.com).

## **Performance Brokerage Services: ‘Blue Sky’ Value an Important Part of Dealership Valuation Process**



When a Dealer is interested in selling his or her business, the most frequently asked question is, “What is my business worth?”

The sale of a Dealership is comprised of numerous value components, each having varying methods for determining their values. Fixed assets may be sold at net book value, negotiated value, or at appraisal. Parts and accessories factor obsolescence. New vehicles might be subject to curtailment. Used vehicles consider age and condition.

But the crux of the value calculation is determining the goodwill portion of the business – also referred to as “Blue Sky.”

This is the intangible value of the business, in addition to the hard assets, that is not as easily quantifiable. It requires industry expertise, a deep understanding of financial benchmarks, a steady finger on the ever-changing pulse of the market, and an intimate knowledge of buyers and their current buying parameters.

It is as much an art as it is a science.

As a broker, the objective at Performance Brokerage Services is to find the unique buyer who accomplishes their clients’ business and personal goals, which at times may include more than the sale price.

It is important to also consider the character and quality of the buyer who will be taking care of your team, your customers, and your life’s work. One who will negotiate in good faith, maintain confidentiality, and be an all-around pleasure to work with. Not all buyers cross the finish line. There is monetary value in transacting with one who will.

For more information, contact Courtney Bernhard [courtney@performancebrokerageservices.com](mailto:courtney@performancebrokerageservices.com) or George Chaconas [george@performancebrokerageservices.com](mailto:george@performancebrokerageservices.com)

## Prioritizing Information Security for Dealers - Accelerate2Compliance



In today's interconnected digital landscape, information security is crucial for Powersports Dealers. Here's why:

- **Customer Data Protection:** Dealers handle sensitive customer information, including personal details and financial records. Robust security measures ensure data confidentiality.
- **Financial Transactions:** Secure systems prevent fraud in financing applications and payment processing.
- **Online Presence:** Regular security audits and encryption protocols protect websites and online databases.
- **Supply Chain Risks:** Ensure cybersecurity practices align with industry standards.
- **Employee Training:** Staff awareness of phishing and safe browsing practices is essential.
- **Incident Response Plans:** Swift action during data breaches minimizes damage.
- **Physical Security:** Secure access prevents unauthorized personnel from compromising data.
- **Remember:** Secure systems today ensure a thriving business tomorrow.

Want to make it easy and cost-effective? Contact NPDA Partner Accelerate2Compliance, at <http://www.accelerate2compliance.com>.

## List Your Inventory on Cycle Trader for Maximum Exposure, Profits



Cycle Trader is part of a unique portfolio of Trader Interactive marketplaces for buying and selling Powersports vehicles, including Cycle Trader, ATV Trader, PWC Trader, and Snowmobile Trader, with over decades as part of the "Trader" family of brands.

The company's mission is to bring Powersports buyers and sellers together by providing dealers and manufacturers with comprehensive listing packages and innovative advertising products that place inventory in front of relevant, high-quality buyers.

Listing inventory through the company's Powersports brands ensures that Dealers can maximize their exposure, generate connections, drive sales and boost profits. For more information, visit <http://www.CycleTrader.com>.

### **Rider's Advantage Enhances Dealer Training Team**



**RIDER'S | ADVANTAGE**  
THE TOTAL ADVANTAGE

Rider's Advantage is committed to a strategic partnership with NPDA Dealers. The company has enhanced its highly experienced training team, hired a new National Training Manager, and partnered with Laura Lemco to form Lemco Peer Advantage.

For more information on Rider's Advantage, contact National Sales Manager Rich Butler at [rich@riders-advantage.com](mailto:rich@riders-advantage.com).

### **LeadHelm Aims for Optimum Digital Lead Conversion Rates**



LeadHelm is a subscription-based software platform, focused exclusively on digital leads, that is led by Dealers, for Dealers. LeadHelm's mission is to revolutionize digital lead management with its technology, centered on efficiency and adaptability, by ensuring that every potential digital customer is engaged in a manner that optimizes conversion.

LeadHelm delivers a powerful SaaS product that enables Dealerships to turn more leads into kept appointments and ultimately drive sales growth. This, combined with training from the company's Client Success Team, creates happy dealers and happy customers.

LeadHelm strives to be the go-to solution for Dealerships looking to improve their digital lead conversion rates and streamline their workflows. LeadHelm prides itself on creating visibility, accountability and efficiency for users, managers and owners.

The company has extensive experience with the Digital Sales Process, associated KPIs and the Digital Traffic Log. Sharing this knowledge during monthly dealer performance reviews creates best in class results at store level.

Take advantage of LeadHelm's special offer for NDPA Dealer members - a free evaluation of your current digital sales operation. Let the company help you start turning more of your exiting leads into happy, buying customers at [www.leadhelm.com](http://www.leadhelm.com).

## **Protective Asset Protection Gets Dealers Ready for the Spring Selling Season**



Is your Dealership prepared to offer the right mix of F&I solutions during the busiest time of the year?

Protective Asset Protection has recently expanded its powersports product suite to help Dealers offer additional protection to their customers.

Protective has introduced a Powersports Lifetime Battery Protection Plan that offers replacement coverage for new and used batteries for on-road motorcycles, off-road motorcycles, ATVs, UTVs, snowmobiles, personal watercraft and mopeds.

Check out the company's new and enhanced on-road and off-road tire and wheel protection along with new Powersports GAP Coverage that helps protect customers in the event of a total loss.

In addition, Protective's menus provide Dealerships with performance data that help maximize F&I sales and customer satisfaction.

If you want to enhance your F&I offerings, increase Dealership profitability and boost customer satisfaction during the spring selling season, contact Protective at <https://www.protectiveassetprotection.com/f-i-solutions/powersports>

## **Apiar Commercial Risk Management Offers Free Insurance Policy Review**



It was a pleasure meeting many of you at the recent National Powersports Dealers Association events during AIMExpo. Apiar Commercial Risk Management is excited to be a partner of the NPDA to help Dealers navigate the complexities of risk management and insurance coverage.

During AIMExpo, we had many Dealers ask the first step to understanding insurance coverage and risk management strategy. The process begins with a review of your current policies. Our reviews allow us to ensure that your insurance coverages align with the unique needs of your Dealership. This is essential for safeguarding your business against potential risks and is a free service offered to

Dealers looking for guidance. Our team of experienced professionals is here to assist you in optimizing your insurance portfolio, providing peace of mind and financial security.

Schedule your complimentary insurance policy review with Apiar today and let us help you protect what matters most. Together, we can ensure that your business is equipped to thrive in an ever-changing landscape.

For more information, contact Zachary Materne, Commercial Property & Casualty Risk Consultant for Powersports, at [Zachary.Materne@CellBrokerage.com](mailto:Zachary.Materne@CellBrokerage.com).

### **Is Your Dealership's Credit Card Surcharging Compliant? EDPS Can Help**



Credit card surcharging is a very hot topic, and many are not doing it in a compliance way. Below are some highlights of the requirements to implement a compliant surcharge program, according to EDPS.

Credit card processing surcharges are additional fees added to the price of goods or services, to offset or cover credit card processing fees. Debit card fees are not surchargeable.

Key components of surcharge compliance include:

1. **Legal Requirements:** Ensuring that surcharges comply with relevant laws and regulations at the local, state, and federal levels. This may involve understanding consumer protection laws, payment card industry regulations, and other relevant statutes.
2. **Transparency and Disclosure:** Providing clear and conspicuous disclosure of surcharges to customers. This may include disclosing the surcharge amount, the reason for the surcharge, and any applicable terms and conditions.



3. Consistency: Applying surcharges consistently and fairly across all transactions.
4. Record-keeping: Maintaining accurate records of surcharges, including documentation of the rationale behind surcharge amounts and any relevant communications with customers or regulatory authorities.

Non-compliance with surcharge regulations can result in financial penalties.

Businesses must adhere to applicable surcharge compliance requirements.  
To learn more, contact EDPS at 866-578-9740.

### **Octane Marketing's PowerFuel Offers 2x Daily Inventory Updates for Facebook Ads**



Octane Marketing is a full-service digital marketing agency that helps Powersports Dealers sell and service more machines. Through our product PowerFuel, we scrape inventory from Dealer sites 2x/day, and create personalized inventory ads that run in newsfeeds on Facebook and Instagram, landing customers directly on your listing details pages (LDPs) for the units they click on.

Octane Marketing leverages machine registration data, online shopping data, retargeting data, and first party Dealership data to pinpoint these ads to the right prospective buyers, and will track how many LDPs are visited per session, average engagement rate, and leads through the program.

The proof of the pudding is in the eating, and we find that users who visit Dealer sites via PowerFuel are visiting 1.8+ LDPs/Session, with engagement rates north of 70 percent. PowerFuel produces quality website traffic and leads on your units, placing your inventory in front of the right buyers. Reach out to [tschmidt@octanemarketing.com](mailto:tschmidt@octanemarketing.com) to learn more.