

ACCOUNTABILITY COUNTS

For Jack Burford Chevy, LotLinx is proving to be the digital solution of choice.

John Burford
President
Jack Burford Chevrolet
Richmond, KY

DEALER PROFILE

Jack Burford Chevrolet has been one of Madison County, KY's premier auto dealerships since 1964.

RESULTS

April 2017*

VDP Views	1,304
Cost Per VDP View	\$2.55
Vehicles Sold	29
Cost Per Vehicle	\$114
Increased Vehicle Turn	124%
Holding Costs Savings	\$27,638
New Visitors	829

* Based on LotLinx data for Jack Burford Chevrolet. Used and CPO vehicles

Everyone who knows John Burford knows he's not the shy, retiring type. Those terms may apply to other people in Madison County, Kentucky, but not to John. He speaks his mind, and he has plenty to say. His roots in the automobile business go back to 1982, when he and his sister joined the Chevrolet dealership their father had started 20 years earlier in Richmond, Madison's county seat.

In 1998, when his father turned over day-to-day management of the business to him, he says his Dad "let everybody know that he would be around to visit, but if anybody had any issues, I was in charge. He wasn't going to put me in a position where I had all the responsibility, but didn't have any authority."

John says that same emphasis on accountability drives him and his store to this day, and it's a standard he expects others to measure up to, including his digital solutions providers.

BEING COMPETITIVE MEANS KEEPING UP TO DATE.

Richmond sits on I-75, the heaviest-traveled interstate in the country. In the city proper are nine franchise dealers serving a population that numbers just 40,000, so the competition for car business is pretty fierce. And John says there are several other Chevy dealers a stone's throw away. Does that bother him?

"Not really," he says. "I look at competition as it gets you out of bed early, keeps you here late and makes you do your job, but that's okay."

It also means you need to be smart about how you run your dealership. "I'm a big believer in integration. Sales, service and parts — everybody needs to be able to communicate with each other via all the different

integration programs we have within our DMS, CRM and our service scheduling programs. We're very much up to date on stuff, and I've brought that same thinking to my marketing."

LOTLINX IS ONE "SILVER BULLET" HE'S STICKING WITH.

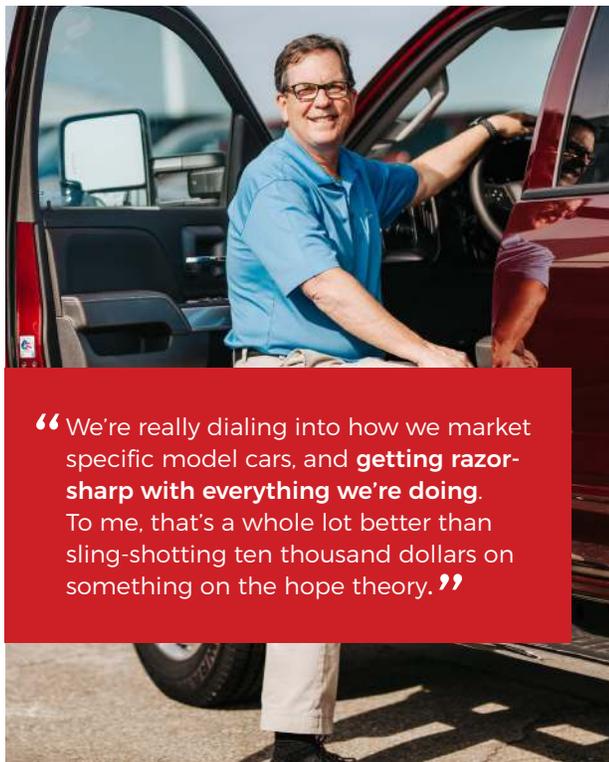
There was a time when John used traditional sources to reach out to the market, but now he says, "I do zero TV, I do zero print, I do zero radio except maybe a Memorial or Labor Day campaign because I know

everybody's out by the swimming pool those two weekends." He also says he doesn't do "any traditional old digital platforms. I don't do AutoTrader or Cars.com any more."

How, then, is he ensuring that cars on his lot get the attention they deserve?

"I kept reading about LotLinx," he recalls. "I kept seeing it every time I logged into Dealertrack. And then I actually heard about it at a couple of my 20 Group meetings. And then Don Johnson came and spoke at one of the meetings. He used to

be the General Manager of Chevrolet. I'm sitting there thinking, 'This is going to be two hours of rehash,' when he flashed up LotLinx's VIN View Optimizer®, and I was like, 'Oh my gosh, I can see everything I'm doing on the



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"That's how I heard about it, and then I started digging into it, and I did the demo, and now it's a relationship. All of a sudden now, we're really dialing in to how we market event-specific model cars, and we're just getting more razor-sharp with everything we're doing. To me, that's a whole lot better than sling-shotting ten thousand dollars on something on the hope theory."

MARKETING AT THE VIN-SPECIFIC LEVEL

John says that what really appeals to him about LotLinx is the ability it gives him to pinpoint cars in his inventory that he wants to move, and then move

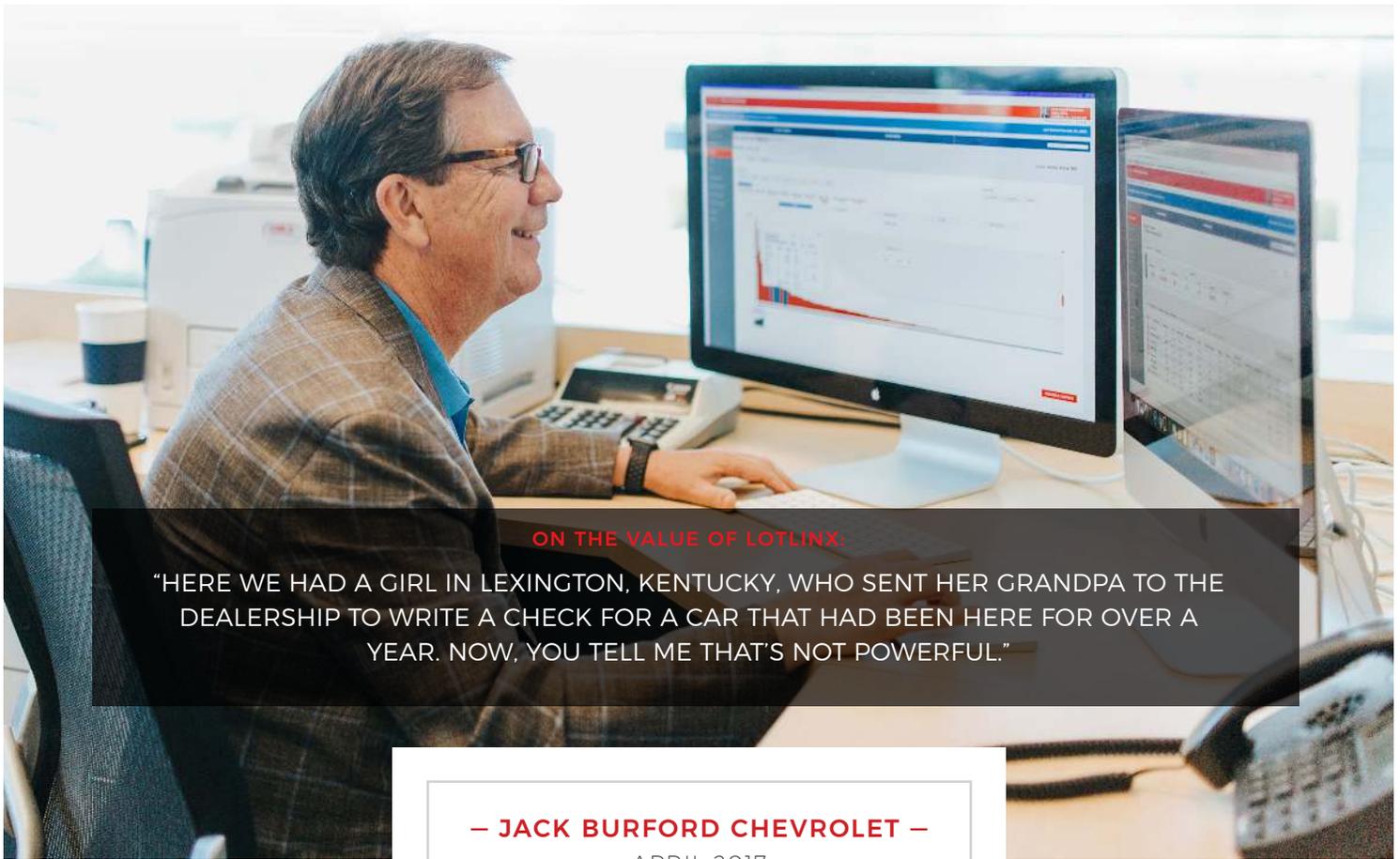
them. To illustrate the point, he tells a story about how he was at the Driving Sales Executive Summit in Las Vegas when he got a text from his daughter Makenzie, who was a freshman at Ole Miss. She wondered if she could call him.

Before he had left for Vegas, John had done a

“I’m sitting in my 20 Group meeting thinking this is going to be two hours of rehash, when up comes LotLinx’s VIN View Optimizer. I’m like, ‘Oh, my gosh, I can see everything I’m doing on the web in this one graph. Here’s the magic pill right here.’”

– SCORECARD: JACK BURFORD CHEVROLET RESULTS FROM LOTLINX - APRIL 2017 –

NEW SHOPPERS DELIVERED TO THE WEBSITE	VDP VIEWS ON JACK BURFORD WEBSITE	COST FOR EACH VDP VIEW	VEHICLES SOLD TO LOTLINX SHOPPERS	COST PER VEHICLE SOLD THROUGH LOTLINX
829	1,304	\$2.55	29	\$114



ON THE VALUE OF LOTLINX:

“HERE WE HAD A GIRL IN LEXINGTON, KENTUCKY, WHO SENT HER GRANDPA TO THE DEALERSHIP TO WRITE A CHECK FOR A CAR THAT HAD BEEN HERE FOR OVER A YEAR. NOW, YOU TELL ME THAT’S NOT POWERFUL.”

— JACK BURFORD CHEVROLET —

APRIL 2017



**INCREASED
VEHICLE TURN
WITH LOTLINX**

124%



**SAVINGS
FROM REDUCED
HOLDING COSTS**

\$27,638

Facebook campaign through LotLinx for a Camaro convertible that had been on the lot for so long, “it was probably getting ready to have a birthday cake in the right front seat.” When he called his daughter back, she told him her high school friend Lexi, who was a freshman at the University of Kentucky, had seen an ad on her Facebook page for the car. She wanted the car, but couldn’t get to the dealership for several days. John suggested that she call James Cornelison, his business manager, to discuss details. Five minutes later, he got a text from James saying that a guy from Topeka, KS had seen

the car on Facebook and was making the 670 mile drive to Richmond to buy it.

John and James agreed that to be fair, the car would go to the person who got to the dealership first.

“Here we had a girl in Lexington, Kentucky,” says John, “who sent her grandpa to the dealership to write a check for a car that had been here for over a year. Now, you tell me that’s not powerful.”

Accountability, John. That’s the beauty of LotLinx. □

LOTLINX: TRANSFORMING DIGITAL AUTOMOTIVE RETAIL

To set up a meeting with a LotLinx consultant, go to lotlinx.com/schedule

For general information, call 1 800 625 LINX or visit lotlinx.com



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