

**“It’s here! Tax season is
12 months/365 days a year...see how.”**

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Agenda

- ***Tax Season Facts***
- ***The 4 Tax Seasons***
- ***4th Quarter Program***
- ***Irregular/Seasonal Payments***
- ***Collections***
- ***Wrap up***

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Who is Tax Max?

- **Nationwide Company**
- **Just finished our 20th Tax Season**
- **3,000 Participating Dealers**
- **Available to assist you 52 weeks a year**

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What Do We Do?

Simply put...

We file your customers’ tax return

You print the check!

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Tax Refund Quiz

Single Parent

- 2-3 Children
- \$20,000 in reported income
- ZERO Federal Taxes Withheld

How much will the refund be?

**“It’s here! Tax season is
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\$8,230

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Facts About Tax Refunds

- **Vast majority of recipients spend nearly all of the refund within 24-48 hours of receiving it**
- **Most customers ‘promise out’ their refund in November and December**
- **40% of refunds are over \$6,000**
- **10% of refunds are over \$9,000**

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What We Do For The Dealership

- **YOU sell more cars**
- **YOU print the refund check**
- **YOU control the refund dollars**
- **YOU get paid before the refund \$\$ is spent within 24-48 hours**
- **WE file with the IRS**
- **WE assume all IRS liability**

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Tax Max Program

NEW FOR THIS YEAR:

\$600 Refund Advance

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Who Uses A Tax Marketing Program

- **Leasing**
- **Retail**
 - **\$600 Refund Advance**
 - **Remainder in 7-20 days**

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Who Uses A Tax Marketing Program

- **BHPH**

- **\$600 Refund Advance**
 - **Remainder in 7-20 days**
- AND**
- **4th Quarter Sales**
 - **Irregular/Seasonal Payments**
 - **Collections**

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The 4 TAX Seasons

- **April – people who owe**
- **January & February – print refunds**
- **October through January – 4th Quarter**
- **All Year – Irregular/Seasonal payments**

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October – January “4th Quarter Program”

You WANT \$1,200 down & the customer HAS \$700

Traditional Option #1 - NO Sale

Traditional Option #2 - Move the car anyway

- Higher payments**
- Longer terms**
- Pick Up Payment**

33% of these deals make their last payment

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October – January “4th Quarter Program”

The NEW Tax Season Deal:

**You WANT \$1,200 down & the customer HAS \$700
(same dollars as before)**

INSTEAD...

- Take the \$700 Down Now**
- Get \$500 - \$1,000 MORE from the refund**

**Now you are getting up to \$1,700 vs. settling
for \$700**

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October – January “4th Quarter Program”

The Upside:

- **Move cars from October – January**
- **No holding inventory until W-2 time**
- **Weekly payments start immediately**
- **STEAL MARKET SHARE!**

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October – January “4th Quarter Program”

The Downside:

NONE!

Risks are the same as any other deal

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Irregular/Seasonal Payments – All Year

Irregular or Seasonal Payments

**What if you use a Tax Max
partnered DMS?**

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Irregular/Seasonal Payments – All Year

Tax Max DMS Partners

Wayne Reaves
dealer software & websites

 **DealerSocket**[®]

 **AUTOSTAR**
ENDLESS INNOVATION


AUTO MASTER SYSTEMS, INC.

 **abcOa**[™]
Deal Pack

 **FEX DMS**
A FINANCE EXPRESS PRODUCT

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Irregular/Seasonal Payments – All Year

Same scenario:

**You WANT \$1,200 down & the customer HAS \$700
(same dollars as before)**

NOW...

- Take the \$700 Down Now**
- Get \$500 - \$1,000 MORE from the refund**

**Benefit: an irregular/seasonal payment in
contract and it accrues interest**

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Irregular/Seasonal Payments – All Year

What is that exactly?

Move the car with the NORMAL down payment...

Payments 1 – 17 = \$90

Payment 18 = \$1,200 (accrues interest)

Payments 19 – 70 = \$90

Payment 71 = \$800

Payments 72 – 123 = \$90

Payment 124 = \$600 (If Necessary)

Many loans will be completed BEFORE week 124 (28.6 Months)

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Irregular/Seasonal Payments – All Year

- **Every deal could have a tax season payment with our network of DMS partners**
- **Tax season is now 12 months/365 days a year!**

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Irregular/Seasonal Payments – All Year

- **Seasonal or Bonus payment EVERY February**
- **Set customer up for success**
- **SHORTER loan terms!**
- **Increased cash-flow EARLIER in the loan**
- **Bonus payments are IN THE CONTRACT!**
- **68% will make their last payment vs. 33%**

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Irregular/Seasonal Payments – All Year

WHY?

Loan Terms are UP

Cost of Cars are UP

Cash in Deal is UP



Down Payments are DOWN



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Irregular/Seasonal Payments – All Year

Benefits:

- **Shorter Terms = Lower Risk**
- **Lower Risk = Fewer Repos**
- **Fewer Repos = More Referral Customers**
- **Fewer Repos = More Repeat Customers**
- **68% will make their last payment**

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Irregular/Seasonal Payments – All Year

Win the BHPH Race ~ What happens first?

- **Car Breakdown/Car Totaled**
- **Divorce**
- **Job loss**
- **Bored with the car**
- **Bankruptcy**
- **Loan Payoff**

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Irregular/Seasonal Payments – All Year

**Assuming 50 Cars per Month &
50% Customer Participation**

**Year 1 Additional Cash Flow
\$324,000**

**Year 2 Additional Cash Flow
\$492,000**

**Year 3 & Beyond Additional Cash Flow
\$582,000**

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Irregular/Seasonal Payments – All Year

Where does your organization stand?

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Irregular/Seasonal Payments – All Year

Takeaways

- **This is NOT zero down**
- **This does NOT require more risk for the dealer**
- **This does not have to be a pick-up payment**
- **I can schedule large payments that far out**
- **The customer is obligated to pay**
- **Irregular payments do earn interest**

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Irregular/Seasonal Payments – All Year

***What if the customer doesn't make that
\$1,200 payment? I can't afford that risk.***

***Remember: You were going to do that deal
anyway. You already have the down
payment. Re-write the loan if you are
working with a good customer.***

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Collections

- **Calls in December & Early January**
- **Holiday Season = \$\$ Shortages**
- **Promise-To-Pay with a W2**
- **\$600 Refund Advance**
- **Resume weekly payments**
 - **Catch up delinquency due February 10th**
- **PROVIDE A SOLUTION!**

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Vehicle Repairs

Do customers pay for cars that don't run?

- **Set a 2nd loan for the repair and use a tax promotion to get it paid (option to add \$5 or \$10 to weekly payments)**
- **Due Date = February 10th**

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Marketing Success
DriveNowNetwork.com

Real Time Leads

ONLY a few MINUTES old

Emailed directly to you as the customer shops

NEVER re-sold weeks & months later

Tax Refund & Tax Season Specific

Tax Refund = Lottery Ticket



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Why do over 3,000 dealerships use a Tax Marketing Program?

- **The dealership is in charge of the process which ensures the dealer gets paid FIRST**
- **According to our 2 largest dealers (combined 300 lots), 4th quarter tax deals account for the best performing deals in their static pool analysis**
- **Our tax preparation fees of \$129 are 40-50% cheaper than H&R Block (\$198 for 2013)**
- **Saves customer up to \$300 in check cashing fees**

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Wrap Up

**2 of the largest BHPH dealers in the country moved
over 10,000 vehicles in the 4th Quarter of 2014**

- Hundreds of small dealers moved thousands more**
- 90+% of customers brought back their W2's**
- 100% who brought their W2's made the special payment**

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Dealer Quotes

- “Tax Max helped me sell more cars with more money down!”
–*Brenda Frazier of Rick’s Used Cars*
- “This was the best year in total number of cars sold and amount of refund money collected! The 4th quarter program is the best! **We brought in over \$100,000 in deferred down payments in the month of February!**”
–*Vince Gillespie of Ticket to Ride*
- “Our 4th quarter tax promotion has been extremely successful and is the **best tax refund promotion ever in our 27 year history!**”
– *Hank Henderson, President of America’s Car-Mart*

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What To Do Next....

- **Sign up with a Tax Partner ASAP**
- **Get trained**
 - **Webinars**
 - **Marketing**
- **Start getting/collecting the money you need**
 - **Don't settle for less**

QUESTIONS?



(866) 642-4107

www.TAXMAX.com