



**SPECIALTY
EQUIPMENT**
INSURANCE SERVICES
AN AMYNTA GROUP COMPANY

Creating value through finance, insurance and aftermarket products

Today's choices to protect your investments tomorrow

Brett Davis and Jason Dey

Brett Davis

- 25 years with CNH Industrial:
 - Vice President New Holland
 - President CNH Industrial Capital
 - Various expat roles in South America and Europe

- Currently serving as an advisor for:
 - SEIS, an Amynta Group Company
 - Transct
 - Mazer Group
 - Rinaldi Advisory Services



Brett is a trusted business partner and transformation specialist with 20+ year executive career with CNH Industrial, NYSE CNHI. Ignites results, increases revenue, and drives expansion into new markets to deliver on rapid growth and scale-up needs in financial services and brand management in the agricultural and industrial equipment industries. Brett's board industry experience includes Equipment Leasing and Finance Association, Association of Equipment Manufacturers (AEM), National Hemp Association, Growth Energy, and CNH de Mexico.

AVP, Head of Agricultural Sales ***Specialty Equipment Insurance Services, Inc.*** ***an Amynta Group Company***



Jason Dey is a results-driven sales professional with over 16 years of experience in heavy equipment insurance products, more specifically extended service contracts and retail physical damage insurance. His in-depth knowledge of these products allows him to exceed client's expectations and provide customer specific products tailored to their business. Throughout his career, Jason has earned the trust of many large companies and maintained strong relationships that generate repeat business.

Agenda

- Current State
- Trends
- How do we get started/ Best Practices
- Creating a Value Center
- What to look for in a provider
- Coverage Considerations
- Right to Repair

Current State

- Not centralized
- Driven by sales
- Limited Automation
- Low attachment rates
- Used vs New
- Customer information Security
- Cost center vs Value Center
- Limited Integrated Platforms



Trends

- Asset as a Service
- How does this impact us?
- Packaged with insurance and built-in programs – one stop shop.
- Awareness of centralization
- Very few TRUE F&I departments but need to evolve
- Changing tax laws



How do we get started



- Evaluate your current process
- Is your process secure
- Are you handling customer information securely?
- Have you considered recent legislation and how it impacts you?
- Audit

How do we get started

- Look to build your brand
 - White label programs
 - Digital / direct marketing
- Make sure your provider can meet your needs in the marketplace
- Make sure you are earning and receiving income into your value center by offering these products



Creating a Value Center

- Optimal Service at the point of sale
- PDI and LDW...what you need to know
 - Licensing
 - Cannot mark them up but can create additional revenue stream
- ESC – what is your commission/profit position with your provider
- ABOSORBTION Impacts



Dealer Profitability

- Absorption Rate - Parts and Service Department's gross margin divided by overhead expenses
 - Absorption rate in excess of 100% indicates the profit of the Parts and Service Department covers dealer's normal operating expenses
- Attachment Rate - Percent of new units sold with an ESC contract registered within the first 60 days
 - 10% attachment rate equates to 1 out of every 10 new retailed units sold would have a PPP contract registered



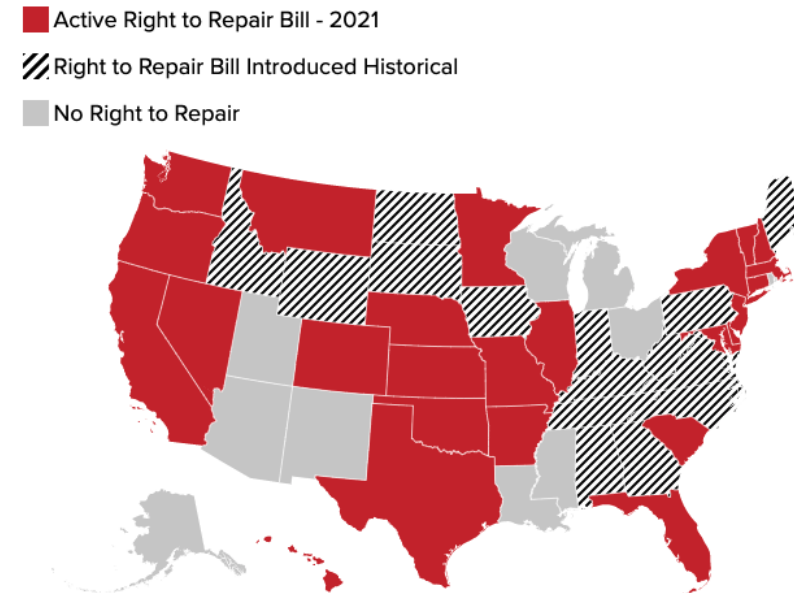
Correlation between Increased ESC Sales and Dealer Absorption Rate

	0% Attachment Rate	10% Attachment Rate	25% Attachment Rate	35% Attachment Rate
Total Dealership Sales	\$10M	\$10M	\$10M	\$10M
New and Used Units Sold	110	110	110	110
Units with ESC	0	11	27	38
Absorption	72%	73%	78%	80%
Profit Growth	0%	5%	12%	17%

An Attachment rate in excess of 25% can increase dealer profits by up to **12%** and absorption rate by up to **6%**

Right to Repair

- This **WILL** Happen in some form and it **WILL** Impact your business
- IF you are regularly offering and attaching these products – it will mitigate impact
- These products will drive customer satisfaction

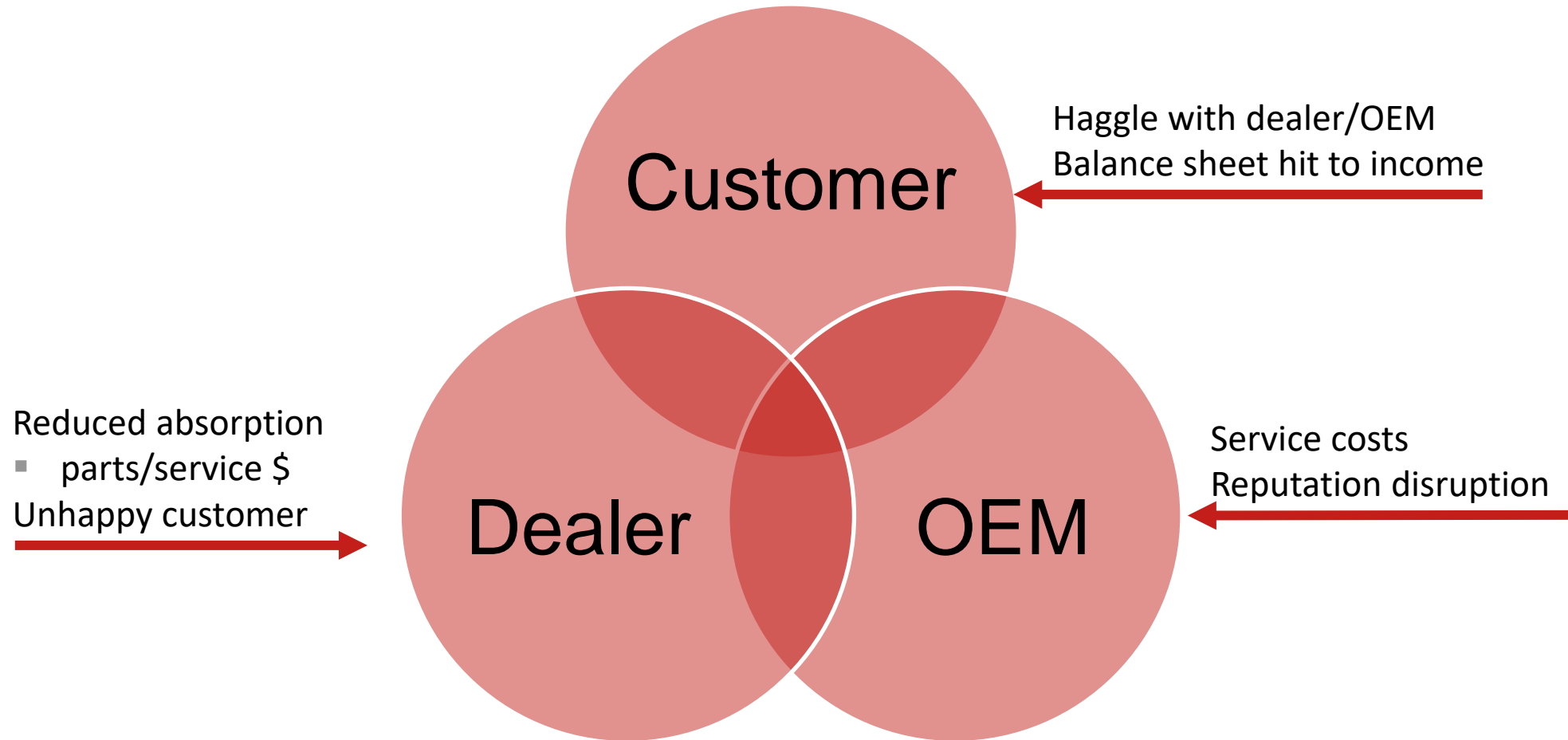


How to Evaluate Service Providers

- A provider equipped to provide
 - Coverage of your entire breadth of products
 - Integrated solutions
 - Auto quote tools
- Customization – differentiate yourself from the other dealers
- Parts and Service reimbursements
- Wholistic coverage including dealer rental fleets
 - Minimize pricing risk
 - Improve fleet value



Customer Experience - Who pays when there is a failure?



Contact Us

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