

Auto Remarketing WEEKLY

Volume 1 Number 16

The Used Vehicle Industry's Weekly Newspaper

The Week of May 14, 2001

In this edition of Auto Remarketing Weekly:

Survival Tactics – Tips to Help Independent Dealers Stay Alive
Page 3

April Consumer Confidence – Down from March, but Remains Strong
Page 4

Dealer Conference – CPA-Auto Dealership Niche Conference Targets Industry Changes
Page 12

ADESA Des Moines – New Facility Offers Dealers Double the Space and Services
Page 14



Visit our website at:
www.autoremarketing.com
for the latest remarketing news.

Texas Dealer Earns NIADA Quality Award

By Paul Hobson
News Editor

NASHVILLE, Tenn. – A Texas dealer earned top honors as the 2001 winner of the Quality Dealer Award, presented recently at the National Independent Automobile Dealers Association convention.

Robert McDorman, of Beaumont, Texas, received the award during a presentation at NIADA's 55th Annual Conference, held here April 17-22. NIADA chose him from a list of 20 dealers nominated for the award.

McDorman owns McDorman Motors, which operates three used car facilities in Beaumont, Nederland and Vidor, Texas. McDorman Motors employs 106 people and sells more than 200 vehicles per month.

He said he was thrilled to receive the award.

"I was very honored," he said. "I have a great deal of respect for NIADA."

To him, being a quality dealer means having high ethical and moral standards and a desire to give back to the community.

"You can have what you want in life if you help others achieve what they want," McDorman added. "It's important to help people. If we make our industry more of a service to customers, over time, we will see even greater success."

The award follows McDorman's win as 2000 Texas Quality Dealer. NIADA state associations nominate quality dealers from their ranks, and a panel of Northwood University personnel picks each year's winner.

McDorman is also a finalist for a business ethics award to be given May 18 in Beaumont.

The 2001 Torch Awards for Marketplace Ethics is presented by the Better Business Bureau of Southeast Texas and Lamar University's College of Business. The award recognizes local businesses known for strong business practices, the bureau stated.

"The purpose of the Torch Awards is to recognize annually those for-profit businesses in our region committed to maintaining exceptionally high standards of ethical behavior in buyer and seller relationships," said Michael Clayton, president of the Southeast Texas BBB. "Regional winners will then advance to the national level."

A self-described jeans-and-sneakers guy, McDorman doesn't put a lot of weight behind the awards. He says he's more interested in promoting dealer education and making the buying process efficient and customer-friendly.

"The survival of the independent dealer in the 21st century depends on continuing education," he said. "We all need to stand up and say this is what we stand for – continuing education. We need to show that we're a strong, well-run business. The only way to do that is through continuing education."

McDorman added that he would be the first person to sign up if Texas required dealers to take classes in order to remain licensed.

In the meantime, McDorman plans to continue with his passion – selling cars.

"I love selling cars," he said. "I love what I do. I'm as excited about the business today as I was when I was 13."

McDorman took his first job in the auto industry in 1974, at the age of 13. He stocked parts at Allen & Kerber Auto Parts, of LaPorte, Texas. After taking other jobs in the parts businesses, he joined Jay Marks Chevrolet in 1978 and wrote service orders. He later served as service and parts manager.

In 1980, he bought B&B Auto Supply, of Dayton, Texas, and ran a successful parts business for five years. He then returned to selling vehicles and joined Houston's Landmark Chevrolet in 1985.

He then worked for several other dealers, handling used vehicle sales and financing. In 1992, after several months as general manager of Beaumont Dealers Auto Auction, McDorman decided to open his own dealership.

He bought a Vidor, Texas, used car dealership and renamed it First Choice Auto Sales. Bolstered by success, McDorman opened two other used car dealerships – one in Beaumont, one in Nederland.

He currently runs the three stores, and at First Choice Auto Sales, he runs a repair shop, a finance company, a wholesale company and a recovery company.

McDorman's post as 2001 National Quality Dealer breaks a two-year stretch in which Virginia dealers took the award. Mack Payne, of Tazewell, Va., won in 2000, and Jim Davis, of Richmond, Va., won in 1999.

The panel picks each year's quality dealer based on three main criteria – industry service, community service and outstanding business operations. Industry service includes working closely with state and national associations, serving on committees and boards and showing commitment to the industry without regard to competition, according to NIADA.

Dealers commonly detail their community service records with letters of endorsement from members of the community.

Other criteria include ethics, market share, customer loyalty and employee morale.