



A 3D rendered scene of an awards ceremony stage. In the center, a golden trophy stands on a black pedestal. The trophy has a base, a vertical stem with a bulb in the middle, and a top piece that looks like a top hat with a small triangle on its side. A bright blue spotlight shines down on the trophy from above. The background is a dark blue stage with vertical gold-colored pillars and horizontal gold light strips. The floor is a dark wood. In the foreground, the words "Wobbly Awards" are written in large, 3D, gold-colored letters. The letters are slightly wobbly and have a metallic sheen. The word "Wobbly" is on the top line and "Awards" is on the bottom line. The letters are set against a red and white circular base.

Wobbly Awards



MATTHEW DAVIS

CMO, TradePending

matthew@tradepending.com



WEBINAR RECORDING

Today's presentation recording will be available for download after the webinar.



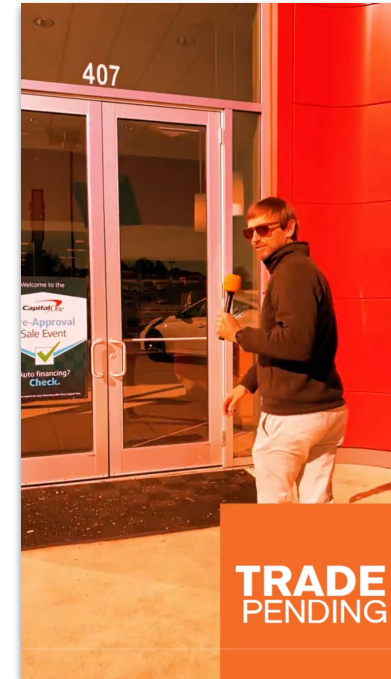
WEBINAR QUESTION & ANSWER

Use the Q&A button

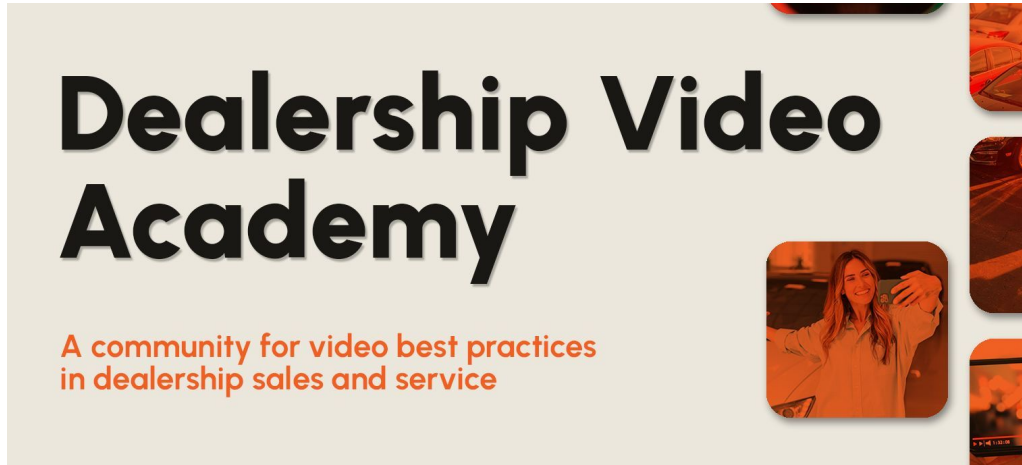
TradePending TV



For more of the best, best practices follow us here



Scan this QR Code to join Dealership Video Academy!

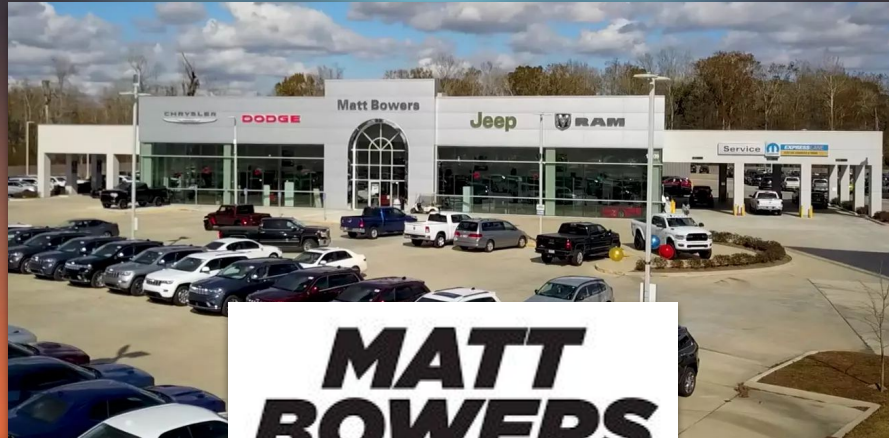


Wobbly Awards



Inventory Sourcing Grand Champion

Matt Bowers CDJR



**Wobbly
Awards**

Matt Bowers CDJR



Submitted by Adrian Craft

Top 3 CDJR in the Region

#1 in SE Louisiana

200+ sold cars per month!

MATT BOWERS
Baton Rouge

13939 AIRLINE HWY. BATON ROUGE, LA 70817
SALES: 225-577-5355 SERVICE: 225-478-5541 PARTS: 225-412-2251

Value Your Trade Enter Your Make Model Trim

What's my buying power?
Get your deal purchase price in less than a minute! \$ Enter Desired Monthly Payment Start

Get Prequalified in Seconds! Get Started

Used Vehicles for Sale in Baton Rouge, LA
94 vehicles found

Used 2021 Mitsubishi Mirage ES

Matt Bowers Auto Group is designed to be a Fast, Friendly and Fair dealership. We make the car buying experience simple, & Stress-Free. The Matt. (more)

Mileage 63,815
Trim ES
Stock # P20664
VIN ML32AUPJ1M606037
Exterior Color Black
Interior Color Black
Drivetrain FWD

Price \$10,376

Apple CarPlay
Trade-In Free for iPhone11

View Detailed Records

Buy Us For Price Break Alerts

Calculate Your Payment

Value Your Trade

Get Prequalified

Live Chat

BMS/Text

Questions? Ask me!

Automotive Payments Grand Champion

Performance Toyota



PERFORMANCE



**Wobbly
Awards**

Performance Toyota



PERFORMANCE



Submitted by Julie Woolwine

Crushing it with Payments

56 cars sold in the last 90 days

Healthy Average Gross front/back



Tom Meadows
General Manager



AJ Fullam
Digital Marketing Director
Performance Automotive
Network

**Powersports
Payments Grand
Champion
*RideNow***



**Wobbly
Awards**

RideNow Powersports



"They are a **powerhouse in lead generation** and customer engagement. The entire RideNow team is **deeply committed to driving success** through innovation in finance and delivering exceptional customer service."

- Jessica Sohn, Director, TradePending

Submitted by Jessica Sohn & Mykal Mackinnon

RV Payments Grand Champion

Blue Compass RV



BlueCompass RV



Class A
Gas | Diesel



Class B
Gas | Diesel



Class C
Gas | Diesel



Super C
New | Used



Travel Trailers
New | Used



Fifth Wheels
New | Used



Toy Haulers
New | Used



Destination/Park
New | Used



Pop-up Campers
New | Used



Expandables
New | Used



Truck Campers
New | Used



Truck Shells & Covers



Teardrop Trailers
New | Used



Off-Road Trailers
New | Used

Pick Your Payment

Get your ideal purchase price in less than a minute!

\$ Enter Desired Monthly Payment

Start

POWERED BY
TRADEPENDING

Sales Video Team of The Year *Mac Haik Chevrolet*



Mac Haik Chevrolet



Submitted by Tucker Swenson

800 units a month!

- **Every lead** gets a video
- **2000** videos sent last month

Customers since 2018



Josh Potts
General Manager



Kelly Robinson
Internet Director



Vince Swanson
Video Powerhouse



Vince Swanson
Video Powerhouse

 **Mac Haik** CHEVROLET
19 TIME CHEVY DEALER OF THE YEAR WINNER #1 VOLUME CHEVY DEALER IN HOUSTON



Subtitles: [None](#) [English](#)

POWERED BY **TRADEPENDING**

Share Video: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

CONTACT VINCE

[Call](#)[Email](#)[Text](#)[Request A Personal viewing](#)

Are we missing something ?

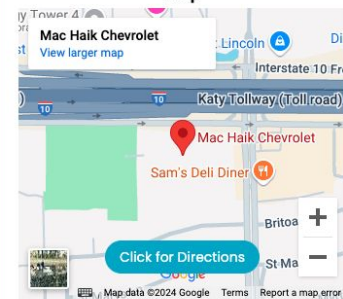
Presenter: Vince Swanson

Phone: 8325629577

Email: vswanson@machaikchevy.com

Website: www.machaikchevy.com

Map





Vince Swanson
Video Powerhouse



Great example of ghosted customer follow-up

Service Video Team of The Year

Midland Honda



Wobbly
Awards

Midland Honda



Submitted by Ben Verdone

829 service videos a month!

- 76% Watch Rate
- 60% of all repair orders get videos



Peter Brenzel
Dealer Principal




Allan Sylvester
Service Manager




Richard Davies
General Manager





Midland Honda



Personal Video for Customer





POWERED BY **TRADEPENDING**

Share Video    

★ Leave A Review ★

CONTACT JENNIFER

 Call  Email


153232

Advisor: JENNIFER MITCHELL
Phone: 7055261344
Email: jmittchell@midlandhonda.com
Website: www.midlandhonda.com/

Now that we've gotten you back on the road,
please tell us how our service team did here at **Midland Honda!**

Leave A Review

Map



Online Service Experience Grand Champion

Rancho Santa Margarita Honda



Rancho Santa Margarita Honda

The screenshot shows the Rancho Santa Margarita Honda website. At the top is a navigation bar with links: New Vehicle, Pre-Owned Vehicle, Specials, Finance, Service & Parts, Schedule Service, Express Service, About Us, EV Hub, and a user icon. Below the navigation bar is a dark banner with the text: "NO GAMES, NO GIMMICKS, NO DEALER MARKUP, NO ADDED ACCESSORIES! SHOP LIMITED-TIME OFFERS". The main banner features the text: "Happy Holidays & Great Savings Galore! Tis' the season to save more! Choose from any special offer below." Below this are three service offers, each with a "Watch Video" button and a "See Options" button.

Service	Price	Starting At	As Low As
A1/B1 Maintenance	\$129.95	\$69.95	\$10.25/Month
Check Engine Light On?	\$129.95	\$69.95	\$6.21/Month
Brake Pad Replacement	\$229.95	\$229.95	\$18.15/Month

300 engagements monthly

- 2500 fixed ops visits a month
- Consistent messaging across all digital platforms

Submitted by Lauren Sweatt

Sales Enablement Team of The Year

Hyundai of Orange Park

HYUNDAI
of Orange Park



**Wobbly
Awards**

Hyundai of Orange Park



"I am proud to manage this team, and there are no other 3 people I would ever choose over them to handle our most important resource...our customers."

-Jeff Cook, BDC Internet Manager,
Hyundai of Orange Park

Submitted by Jeff Cook

BDC Team Wins

- **21.5%** closing last month new & used
- **~16%** closing average
- Meghan Kelly, BDC
 - **The Rock**
 - Follow-up tenacity
- Lamar Treadwell, BDC
 - **Swiss Army Knife**
 - Coaches others on team
- Abigale Guy, BDC
 - **The Velvet Hammer**
 - Infectiously positive attitude

Rookie of The Year

Adam Swithin
Team One CDJR of
Gadsden



Team One CDJR of Gadsden



Adam Swithin
General Manager
Rookie of the Year

"His unwavering positivity, ability to make collaboration fun, and commitment to accountability—both within his team and with ours—set a remarkable standard for partnership. **Adam truly embodies what it means to create a win-win relationship**, and his engagement has been inspiring for our entire team."

Submitted by Megan Demaree

-Megan Demaree, Director, TradePending

Most Engaged Person of All-Time Champion

Jim Taylor
Capital Toyota of Chattanooga



Capital **TOYOTA** 
CHATTANOOGA, TN



**Wobbly
Awards**

Capital Toyota of Chattanooga



Jim Taylor
General Manager
Most Engaged Person of the Year

"He is not only really dialed into what is happening at both his Toyota and Lexus stores, but with products/the market. He does an amazing job trying to keep "Clean data" too. Jim is a "self-proclaimed" high maintenance pain in the behind :) ...but to me, **he just really deeply cares about what he does, the partners he works with, and has high expectations for the partners he works with.**"

Submitted by Jamie Zazove

-Jaime Zazove, Sr. CSM, Major Accounts

The Total Package Grand Champion

Dick Smith Auto Group

Payments



Video For Service

Dick Smith Ford
of Columbia

Dick Smith
Hyundai of
Greenville

Dick Smith Infiniti
of
Columbia

Dick Smith
Nissan of
Columbia

Dick Smith
Nissan
of Lexington

Dick Smith
Nissan of
St. Andrews

Trade

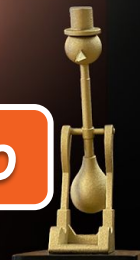
Offer

Badges

Video For Sales

AutoBio

**Wobbly
Awards**



Trailblazer of The Year

Natchez Ford Auto Group South



**Wobbly
Awards**

Natchez Ford - Trailblazer



Natchez 



Randy Johnson
General Manager

Joshua Fauver
Trailblazer

"Always happy to beta test for us and the team they have is doing great, too"

-Maria Bezants, CSM TradePending

Email Marketing Grand Champion

Jim Hudson Ford



Wobbly
Awards

Jim Hudson Ford



Chris Dawkins
Internet Sales Manager
Email Marketing Grand Champion

Sends videos to every customers not just with their initial purchase but **to retain them** with birthdays, anniversaries, and general 'How are you?' videos.

Social Media Grand Champion

Valley Hi Toyota



Wobbly
Awards

Valley Hi Toyota



Brian Ortega
Creative Director
Social Media Grand Champion

Social Media Wins

- **20k** Facebook Likes
- **10k** Instagram Followers
- **3k** YouTube Subscribers
- **1.4 million** Tik Tok likes

Valley Hi Toyota



Zombies IV: Employee of the Month

Service Lane Sourcing Grand Champion

Volvo Cars Princeton



V O L V O

Volvo Cars Princeton



**Wobbly
Awards**

Volvo Cars Princeton



Submitted by Rob Steiman



Yosef Cohen
General Sales Manager

Key for Key Program

Warm welcome to the customers with a prompt for a *complimentary appraisal*.

15% closure rate plus a *high review rate* while they wait to drive home in their new ride.

SPOTLIGHT

CMA CDJR of Lynchburg

This time last year they were sending out 5 videos a month.

This month they sent out 348!



Submitted by Amanda Shaw

Top Performers

Bob Ruth Ford

Capital Auto Group

CMA CDJR of Lynchburg

Coconut Point Honda

Findlay KIA



SPOTLIGHT

CMA CDJR of
LynchburgInventory Sourcing
Outreach with VideoCMA's Chrysler Dodge Jeep
Ram of Lynchburg
MOVING LIVES FORWARD

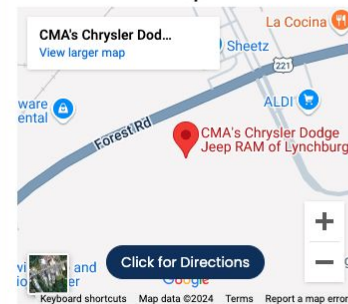
POWERED BY TRADEPENDING

Share Video: [Twitter](#) [Facebook](#) [LinkedIn](#) [YouTube](#)

CONTACT MIKE

[Call](#)[Email](#)[Schedule Appointment](#)**Interested in selling or trading your vehicle? - Mike Benke CMA's CDJR of Lynchburg****Presenter:** Mike Benke**Phone:** 5405979069**Email:** mbenke@lynchburg.cmacars.com**Website:** <https://www.cmascdjrolynchburg.com/>

Map

Wobbly
Awards
PERFORMER
AWARDS

SPOTLIGHT

Greiner Ford

- Trade leads closing at **26% last month**
- Year to date **17.83%**



Submitted by Cody Martnya

Top Performers

Fort Collins KIA

Gordon Chevrolet of
Orange Park

Greiner Ford

Griffin Ford & Griffin
Chevrolet

Harper Maserati



SPOTLIGHT

Harper Maserati

Every sales customer gets a **detailed walk around video** as well as a welcome video from the owner.



Top Performers

Fort Collins KIA

Gordon Chevrolet of
Orange Park

Greiner Ford

Griffin Ford & Griffin
Chevrolet

Harper Maserati

Wobbly
Awards



SPOTLIGHT

J.Allen Toyota Tyler Kergosien (Hon. Mention)

Last month Tyler did:

113 personalized videos

52 opportunities

33 visits

17 sold from Video For Sales



Submitted by Nicolette

Top Performers

J.Allen Toyota

Keystone Chevrolet

Meyer Motors

**North Corpus Christi
Honda**

Parkway Honda



SPOTLIGHT

Toyota of Stamford

This dealership has always been a trailblazer when it comes to video. **Anthony Capoloupo has done a fantastic job of holding his team accountable** and because of that they have incredible engagement every month.



Submitted by Mykal Mackinnon, CSM

Top Performers

Rock Hill Nissan

Salem Chrysler Dodge
Jeep Ram

Covert Automotive
Group

Toyota of Stamford

Trent Buick GMC



Go to this link to **claim your own** free Wobbly Bird!

bit.ly/wobblybird

d

(Case Sensitive)



MATTHEW DAVIS

CMO, TradePending

matthew@tradepending.com

