**2024FOCUS Video Text:**

What effect will current market conditions have on dealerships in 2024?

In 2024, auto industry experts are predicting a decline in R O count and retention and lower margins in the sales department. After record profits in sales, Margin compression will be hitting dealers hard. Many dealers are already there. The Bottom line is all indicators point to a reduction in earnings.

How will dealership management teams react? Many dealers are reacting by taking a defensive position. Holding back and tightening spending. Some are even cutting payroll. Hoping to save themselves into a profit.

Others see only opportunity, 0pportunity to grow market share while others are treading water waiting for the economy to improve. Whichever approach you take, with a focus on just one thing, dealers can survive and even thrive in 2024.

So, what is the one thing? Service department absorption. In 2023, less than 1% of dealerships nationally achieved 100% absorption. Most were at only 45 to 50%.

2024FOCUS is a lead generation and customer engagement platform created to help dealers grow service department absorption to 100%, a strategic systematic course of actions that increases R O count, dollars per R O, raise retention numbers dramatically and, compensate for margin compression in sales.

So, make 2024 the year for focus, focus on basics. focus on building a strong fixed operations that will get you through these crazy market conditions. 2024FOCUS is the only platform that will deliver your dealership increased service department absorption.

**Get in touch with a local rep today:**

Call us at: 813-786-4678or email: connect@salecolsers.com.

2024FOCUS powered by Sale Closers Incorporated.