

G&A Marketing Customer Buy Back Plan

What is it?

Designed to combat the increasing price of used cars at auction, G&A's Customer Buy Back Plan offers dealers a unique way to bring the best used units directly to their dealership for less than current auction prices. Using customized advertising, targeted lists and the power of a 4-day staffed event, dealers are able to quickly inflate used inventory and sell it off at profit to them!

What does the dealer get?

- Unique and proven ad campaigns to entice car buyers and car sellers
- G&A staffed event to help the newly acquired pre-owned units fast
- First round of direct mail **FREE** for dealers who sign **BEFORE** October 15th, 2009!

How does the dealer benefit?

- Opportunity to take in trades from old customers and promote new car sales
- Ability to build used inventory for less than the inflated costs at auction
- Event sales teams help you make a profit on all pre-owned inventory

Where to learn more?

Contact G&A Marketing at 800.688.1370 today! Don't forget – **FREE mail offer runs out October, 15th, 2009!**

