

The dealership as a micro-economy

- Compliance
- Growth – similar to GDP, this is the wealth building and revenue growth for the dealership
- Employment – jobs creation, prosperity, and expansion of the employee base
- Confidence and engagement – think of Consumer Confidence and Consumer Spending. Where there is economic prosperity, there is freedom of resources. Where there is emotional prosperity, we have better sharing of resources and less silo, scarcity mindset