



Insider's Access to Dealer Services' Happenings

# SHOP Talk

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## DSC Expands Business Development Team

Dealer Services Corporation (DSC) recently announced that it has added an additional 10 sales representatives to its business development team. The addition grows the business development team to service 50 of the 72 markets. DSC's sales representatives are empowered with mobile access to the company's proprietary "Discover" operating system, and customer account data is available in real time 24/7.

"We made the commitment to have a strong presence in the marketplace," says Rich Coutu, VP of Business Development. "This growth allows us to continue to provide our customers and business partners with exceptional customer service that is unmatched in the industry."

These sales professionals come with extensive experience of the automotive industry. In addition, each sales representative is trained and certified on DSC's multiple products and services. Inventory financing, Lender Access Network and Lease Advantage are just a few of the offerings that DSC makes available to existing customers.

"By design, our business development teams act as a perfect complement to our operations team. Working together, we provide unparalleled service and attention to our dealer base," says Coutu.

To learn more, visit [www.discoverDSC.com](http://www.discoverDSC.com).

## Dealer Services Corp Appoints New CFO

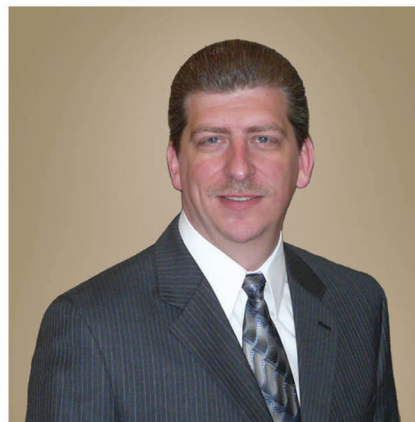
DSC recently appointed a new chief financial officer to replace Marty McFarland, who became the company president back on Jan. 1. Taking on the role with more than two decades of experience is David Horan.

"After an in depth search, we landed on a solid fit as David is a strong complement to our executive team," McFarland pointed out.

Horan's professional career includes posts with J.D. Byrider Systems, Auction Broadcasting Co. and most recently as the director of finance for the Indiana region of Comcast Corp.

"With over 21 years of experience, David brings a wealth of financial knowledge and expertise to the team," remarked Brian Geitner, DSC's chief executive officer.

Horan also shared his reaction to assuming this role.



**David Horan, DSC's newly named CFO, looks forward to helping DSC continue to grow.**

"I feel truly blessed to be part of such a dynamic leadership team that includes visionaries who have helped to shape this industry," says Horan. "I look forward to the challenges ahead and to helping DSC grow on the tremendous foundation of success it has already established."

# A Look Back -- The Moving Parts of Business

This July DSC will celebrate its 5th Anniversary. Along the way, we have been fortunate enough to form special partnerships with our customers. One of those unique relationships is with DSC's very first dealer – Cassadaga Resale. Owner Doug Barmore has been at his current facility, located in the small town of Cassadaga, NY (population 2,346) since 1996. He has been a solid and loyal partner of DSC since June 2005. Managing his business and his floorplan with equal interest, Doug has flourished for 14 years in this small town. He understands the role that auctions, banks, floorplan companies, and his customers play in his business. He understands how all of these moving parts of his business work together to make him successful, and he has a great line - "profit is not a dirty word."

Over the years, we have come to count on Doug for good conversation or a good story every time we meet him in the office or on the lot. The Western New York auto business is as competitive as it comes, and through hard work and adaptability, Doug has been able to overcome the tough economic times to remain a viable dealer. He recalls 10 years ago when he was turning 60 units a month. He still "sells" 60 a month, but due to what he refers to as "a lack of appropriate available financing for customers," he moves 12 to 14 a month down the road.

Doug has prevailed through the tough times of 9/11, the recent recession, and "Cash for Clunkers." While he thinks the economy is poised for a rebound, he still feels that full recovery won't be immediate. Doug has most recently battled with health issues that he is determined to conquer, and he anticipates a slow, but full return to his business this July.

We at DSC certainly look forward to Doug's return, as we can't wait to partner up with him for another great 5 years.



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RECEIVE A \$50 VISA GIFT CARD JUST FOR REFERRING A FRIEND TO DSC! THERE IS **NO LIMIT** TO THE REFERRAL REWARDS YOU CAN EARN!

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Program available to DSC dealers in good standing; eligibility is subject to DSC approval. A \$50 gift card will be awarded to the referring dealer when the referral floors their first unit with DSC. This program is subject to modification or termination at any time without advanced warning. Please allow 30 days from first flooring date to receive award. Event not available to dealers in the state of California. DSC employees and agents are not eligible. Dealer is responsible for applicable taxes if gifts equal over \$600.