



Subprime Analytics

Where the Subprime Industry Goes for Answers!

QUESTIONNAIRE

Let us help you increase your cash flow and capital by answering the questions below and emailing them to ken@kenshilson.com, or fax to (713) 680-2474. We will review your answers and discuss them with you in a no-obligation, no-cost, confidential call.

1. YOUR BUSINESS MODEL (INSERT)

Tell us about your business model: Average ACV: \$_____. Average Term: _____ months.
Average Amount Financed: \$_____. Average Sale Price: \$_____. Average Down Payment: \$_____
How many lots do you have? (check one) One Two Three More: _____
Have you made any changes to your business model in the last three years? Yes No
Where are you located? City: _____ State: _____
How long have you been in business? Years: _____
Do you do BPHH exclusively? (check one) Yes No

2. ABOUT YOUR SALES (CHECK ONE)

Has your sales volume INCREASED or DECREASED during the last year?
Have you added new lots during the last 24 months? Yes No
Have you INCREASED or DECREASED your down payments during the last 2 years?
Have you INCREASED or DECREASED your sales prices during the last 2 years?
Have you INCREASED or DECREASED your ACV during the last 2 years?
Has your competition INCREASED or DECREASED during the last year?
How many vehicles do you currently sell per month, on average? _____

3. YOUR DMS SYSTEM (INSERT)

What software system do you use? _____
How long have you used it? Years: _____
Have you changed systems? (check one) Yes No
If you changed systems, did you convert both active and charged-off accounts? (check one) Yes No

4. ABOUT YOUR COLLECTIONS/REPOS (CHECK ONE)

Have your monthly portfolio collections INCREASED or DECREASED during the last year?
Have your delinquencies INCREASED or DECREASED during the last year?
Have your repos INCREASED or DECREASED during the last year?
Do you have internal metrics like static pool, CRR, loss/litigation and default rate data? Yes No
Has your portfolio INCREASED or DECREASED during the last 2 years?

5. WHAT DO YOU NEED THE MOST? (CHECK ONE)

Is your primary need to: increase cash flow? raise outside capital?
 develop benchmark metrics? all of these?

6. HOW CAN WE CONTACT YOU?

Contact Name: _____ Company Name: _____
Address: _____ City: _____ State: _____ Zip: _____
Email address: _____
Best telephone number: (_____) _____ Best day: _____ Best time: _____

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