



# 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](mailto: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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