



Subprime Analytics

Subprime Analysts and Consultants

Where the 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.

We will review your answers and discuss them with you on a no-obligation, no-cost, confidential basis.

1. YOUR BUSINESS MODEL

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? One Two Three Other: _____

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? Yes No

2. ABOUT YOUR SALES

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

What software system do you use? _____

How long have you used it? Years: _____

Have you changed systems during the last 3 years? Yes No

If you changed systems, did you convert both active and charged-off accounts? Yes No

4. ABOUT YOUR COLLECTIONS/REPOS

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?

Is your primary need to: increase cash flow? raise outside capital? both?

develop benchmark metrics?

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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Return this questionnaire to ken@kenshilson.com