



Celebrating our 20th Anniversary 1988 – 2008

ADVENT RESOURCES, INC.

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IN THE NEWS

Data from
Powergram®

Younger And Middle-Aged Males Still Like Luxury CUVs, Utilities

Many families recently celebrated Father's Day. Powergram thought it would be worthwhile to find out what dads might want if they were to receive a new vehicle. A cue might come from a list of the top 10 models sold in the past 3 months with the highest percentage of male buyers (single, married and some dads). The search was narrowed to purchases by males in the 36- to 55-year-old age range, based on retail transaction data collected by the Power Information Network (PIN), a division of J.D. Power and Associates.

Most male buyers in this age range were attracted to premium crossovers (CUVs) or utility vehicles and a few sporty cars. Although it's a small sample, the Audi RS 4 compact premium sporty car, with a base sticker of just under \$67,000 for the sedan, had the highest percentage of male buyers in March-May 2008.

Models capturing more than two-thirds of male buyers in this age group included 3 midsize premium CUVs: the Land Rover LR3; Audi Q7; and Mercedes-Benz R-Class. Base retail prices ranged from \$41,900 for the R-Class to \$48,500 for the LR3. In addition, one large premium utility, the Mercedes-Benz GL-Class—with a base sticker close to \$52,000—was among the top choices.

Other models in the top 10 included two very different General Motors models—the compact sporty Saturn Sky, which had a base sticker of \$25,000—and the brawny GMC Yukon XL and Yukon XL Denali large utility vehicle, with a base price of \$48,000 to \$52,000.

Data for this column is courtesy of The PowerGram, published by J.D. Power and Associates. Copyright 2001 by J.D. Power and Associates. All rights reserved. A free subscription to the daily PowerGram is included with your participation in the Power Information Network. Contact Tim Gill @ (310) 241-1500.

Power User of the Month

CRC Department
Scott Robinson Honda



It's unusual to make a group selection for Power User, but

Advent is so impressed with the entire CRC Dept at Scott Robinson Honda in Torrance, California, that we have designated all the staff as our Power User this month.

The CRC Dept has been longtime Classic Advent users and recently converted to Advent CRM-utilizing Internet Lead Management, Internet Response Time, and Daily Log. This department transitioned into the CRM with ease and lots of input. We encountered the kind of seamless interaction that makes an upgrade seem effortless, and we want to give this great team the recognition they deserve. So, a big thank you to all of you, including CRC Manager Crystie Lucero, Megan Delperdang, KC Townsend, Albert Martin, Jennifer Dikilato, and Calvin Pickett.

Thanks to the CRC Dept at Scott Robinson Honda, Advent continues to develop and grow. 🌴

Advent Welcomes



We welcome two new DCH dealerships this month. **DCH Honda of Lemon Grove** and **DCH BMW of Freehold** are both located in New Jersey. DCH continues to prove they are living up to their company slogan, "driven by a better way."

Thanks to the support of their satisfied customers and valued business partners, they have grown from 1 dealership in 1977 to over 32 in 2008. You can contact DCH Honda of Lemon Grove at: www.dchhondaoflemongrove.net.

You can contact DCH BMW of Freehold online at www.bmwoffreehold.com

From central California we welcome **Nissan of Folsom Lake**, part of the Zamora Group. They offer new Nissan vehicles as well as a wide variety of pre-owned vehicles. Add to that a state-of-the-art service facility and well stocked parts & accessories department and you have a one-stop Nissan shop. You can contact them at 916-608-2789 or online at www.nissandirect.com.

We also welcome **Volkswagen of Auburn**. For anyone searching for a Volkswagen dealer in Sacramento, Yuba City or Roseville, Volkswagen of Auburn's central location and high tech service facility provides for every customer need. Volkswagen of Auburn is located at 2855 Grass Valley Hwy. You can reach them at 800-642-1219 or contact them online at www.vwofauburn.com.

Finally we welcome **Garry Small Saab** located at 1940 South East 82nd Avenue in Portland, Oregon, a premiere dealership in the Pacific Northwest. You can contact them online at www.oregon-dealer.com/saab.

Advent is pleased to have these quality dealerships join our client family. We anticipate a profitable partnership. 🌴



Did You Know?

Did you know that one can set up reports to generate automatically daily, weekly, or monthly with Time Scheduled Reports? Sale Control, Inventory and Prospect Control reports can be right there on your printer before you even get to the office! For further assistance, please contact Advent Support at 310-241-1500.

Red Flag Rule

Noncompliance will be costly

The threat of identity theft knows no boundaries. It extends across all industries – including your automotive dealership. That's why the federal banking agencies and the Federal Trade Commission finalized the new Red Flags Rule, which became effective January 1, 2008.

The impact of the Red Flags Rule has hit close to home, requiring your dealership to implement an Identity Theft Prevention Program by November 1, 2008. Noncompliance could hit even closer, with steep fines ranging from \$2,500 to \$11,000 per violation.

Your Identity Theft Prevention Program must include reasonable policies and procedures to do the following:

1. IDENTIFY relevant Red Flags and incorporate those Red Flags into your Program
2. DETECT Red Flags that have been incorporated
3. RESPOND appropriately to any Red Flags that are detected
4. UPDATE the Program periodically

[CREDCO's Red Flag Solution](#)

First Advantage CREDCO's Red Flag Solution helps you meet the new compliance requirements, and protects your dealership and customers from identity theft. Delivered in seconds with every credit report, our Red Flag Solution helps you see the whole picture – from suspicious patterns of activity and victim statements in the credit report, to possible OFAC matches and inconsistencies in identity information. The Red Flag Solution includes:

- Credit Reporting Services: Single-source access to credit reports from all three national credit bureaus – Experian, TransUnion and Equifax – providing FACT Act alerts and address discrepancy notices. Integrated with your Advent's High Performance Sales System!
- OFAC Screening: Screen your customers against the Office of Foreign

Assets Control (OFAC) list of terrorists, drug traffickers and money launderers prior to any sale.


- Buyer ID Index: Quickly confirm your customer's identity with an easy-to-interpret three-digit numeric score that calculates the fraud risk associated with that customer.

Sign Up & Get a FREE Red Flag Guide – a \$50 Value!

New Red Flag Solution customers will receive a free copy of "A Dealer's Guide to the Red Flags Rule," written and compiled by Michael Benoit of Hudson Cook, LLC. The guide is a handy reference tool that provides dealers with a step-by-step roadmap to designing and implementing your own Identity Theft Prevention Program.

You call us today at (866) 231-3191 or visit online at:

www.CREDCOservices.com/RedFlag

to get started! 

Perspective

Kids have their own

1) NUDITY

I was driving with my three young children one warm summer evening when a woman in the convertible ahead of us stood up and waved. She was stark naked! As I was reeling from the shock, I heard my 5-year-old shout from the back seat, "Mom, that lady isn't wearing a seat belt!"

2) OPINIONS

On the first day of school, a first-grader handed his teacher a note from his mother. The note read, "The opinions expressed by this child are not necessarily those of his parents."

3) KETCHUP

A woman was trying hard to get the ketchup out of the jar. During her struggle the phone rang so she asked her 4-year-old daughter to answer the phone. "Mommy can't come to the phone to talk to you right now. She's hitting the bottle."

4) MORE NUDITY

A little boy got lost at the YMCA and found himself in the women's locker room. When he was spotted, the

room burst into shrieks, with ladies grabbing towels and running for cover. The little boy watched in amazement and then asked, "What's the matter, haven't you ever seen a little boy before?"

5) POLICE

While taking a routine vandalism report at an elementary school, I was interrupted by a little girl about 6 years old. Looking up and down at my uniform, she asked, "Are you a cop? Yes," I answered and continued writing the report.

"My mother said if I ever needed help I should ask the police. Is that right?"

"Yes, that's right," I told her. "Well, then," she said as she extended her foot toward me, "would you please tie my shoe?"

6) POLICE

It was the end of the day when I parked my police van in front of the station. As I gathered my equipment, my K-9 partner, Jake, was barking, and I saw a little boy staring in at me. "Is that a dog you got back there?" he asked.

"It sure is," I replied.

Puzzled, the boy looked at me and then towards the back of the van. Finally he said, "What'd he do?"

7) ELDERLY

While working for an organization that delivers lunches to elderly shut-ins, I used to take my 4-year-old daughter on my afternoon rounds. She was unfailingly intrigued by the various appliances of old age, particularly the canes, walkers and wheelchairs. One day I found her staring at a pair of false teeth soaking in a glass. As I braced myself for the inevitable barrage of questions, she merely turned and whispered, "The tooth fairy will never believe this!"

8) DRESS-UP

A little girl was watching her parents dress for a party. When she saw her dad donning his tuxedo, she warned, "Daddy, you shouldn't wear that suit."

"And why not, darling?"

"You know that it always gives you a headache the next morning." 