



## **Brent Carmichael to Present “Understanding the Buy Here, Pay Here Business Model” for Independent and Franchised Automobile Dealers on July 27**

*Brent Carmichael, a leading Buy Here, Pay Here (BHPH) trainer, consultant and 20 Group moderator for NCM Associates ([www.ncm20.com](http://www.ncm20.com)), will be the featured speaker for a webinar sponsored by Auto Remarketing and SubPrime Auto Finance News on July 27, 2011. The hour-long session is designed to introduce independent and franchised automobile dealers to the opportunities in BHPH. Earlier this year, NCM announced its expansion into BHPH education and training with the launch of four new education programs to accommodate the growth of the Buy Here, Pay Here retail segment. NCM® Institute, the training division of NCM Associates, will offer courses on BHPH Fundamentals for the Investor or Entrepreneur; BHPH Underwriting and Collections Best Practices; the BHPH Sales Process; and BHPH Sales Management.*

Overland Park, Kan., 25 July 2011 — [NCM Associates](http://www.ncm20.com), a leading provider of retail automotive 20 Group services, Education, Retail Operations Consulting and the originator of the NCM Benchmark® for Success program for franchised and independent automobile dealers, today announced its participation in a webinar sponsored by Auto Remarketing and SubPrime Auto Finance News. Brent Carmichael, NCM Executive Conference Moderator, trainer and consultant to the Buy Here, Pay Here industry, will lead participants through Inventory, Sales, Collections and Accounting fundamentals for BHPH, including the demographics of the BHPH customer, building a BHPH inventory that sells, managing cash flow and structuring deals to minimize risk and maximize profit. Entitled, [Understanding the Buy Here, Pay Here Business Model](#), NCM hopes the free web presentation will encourage those dealers serious about entering the BHPH market to reach out to NCM’s training division, the NCM® Institute (NCMi®) Center for Automotive Retail Excellence, for expert advice and guidance .

NCM is ramping up its services for Buy Here, Pay Here dealers to address the growing interest from the franchise dealer community on the opportunities in BHPH by adding four new BHPH training programs to its curriculum. The first course, [Sell More, Profit More: Understanding and Implementing the Buy Here, Pay Here Sales Process](#), will be conducted August 22-23 at NCMi’s training headquarters in Overland Park, Kansas. Carmichael is the lead instructor for the course, which will focus on a proven seven-step sales process including the interview and personalized presentation, demonstration drive and trade evaluation, close, delivery and professional follow-up. In addition, students will study effective telephone techniques and tactics that will improve the profitability of each sale.

The new suite of BHPH training programs reinforces NCM’s commitment to the professional development of BHPH operators. NCM Associates also serves BHPH dealers through its industry-leading 20 Groups, specialized consulting services and exclusive Benchmarking tools.

### **About NCM® Associates, Inc.**

NCM Associates, Inc. is the originator of the automotive industry 20 Group peer collaboration process and has been providing dealership Benchmarking, Education and Retail Operations Consulting services to the industry since 1947. Located in Overland Park, KS, NCM provides a robust suite of services designed to drive dealership profitability using its proven, operations-focused Benchmark® for Success program with new and pre-owned U.S. automotive dealerships, as well as with dealerships in more than 20 other industries. For more information about NCM Associates, visit [www.ncm20.com](http://www.ncm20.com) or call 800.756.2620.



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