



# ADVENT RESOURCES, INC.

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Advent Resources Inc. (310) 241-1500

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## IN THE NEWS

Data from  
*Powergram*®

Consumer Ratings, Reviews  
Help New-Vehicle Shoppers

Nearly 69% of new-vehicle buyers who use the Internet in their shopping process say that consumer ratings and product reviews are the most popular form of content generated by consumers, according to the J.D. Power and Associates 2007 New AutoShopper.com Study.™ The majority of these new-vehicle buyers (64%) also report taking advantage of these ratings and reviews. The study also reveals that auto enthusiast Web sites, question and answer sites, on-line forums, blogs and photo-sharing sites also are considered helpful by shoppers, although they have much lower usage rates compared to sites with consumer reviews and ratings. "Consumer reviews are almost always available on the independent Web sites that get the heaviest traffic, which likely contributes to high usage of consumer reviews among shoppers," said Steve Witten, executive director of marketing/media research at J.D. Power and Associates, who adds that, "Lower usage of other consumer-generated content may be due to lower visibility."

Opportunities do exist, especially for independent Web sites, to invite vehicle shoppers and owners to share content on the Web. Witten points out that independent sites may have fewer concerns about negative comments and reviews, which allows them to engage site visitors to provide content that is clearly valuable to other shoppers.

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## Advent Welcomes



This month Advent welcomes back **Dennis Dillon Auto Park** in Boise, Idaho, home of dealerships for Nissan, Ford-Mercury, Suzuki, GMC and Dennis Dillion Truck Group and Dillon RV Center. This multi-dealership has been family owned and operated for 33 years. Contact them online at:


[www.dennisdillon.com](http://www.dennisdillon.com).

**Jim Tidwell World Ford**, located on Barrett Lakes Boulevard in Kennesaw, Georgia, joins the Advent client family this month. They offer the largest car inventory in Kennesaw as well as Quality Care Maintenance. Contact them online at:

[www.jimtidwellford.com](http://www.jimtidwellford.com).

Finally, we extend a welcome to **Northwest Hyundai**, member of the Kramer Group and located in Calgary, Alberta, Canada. Reach them online at:

[www.northsidehyundai.ca](http://www.northsidehyundai.ca).

Welcome to all our new members as we enter the holidays and work for a profitable season. 


## Power User of the Month

**Fernando Echeagaray**  
F&I, Bohn Ford



Bohn Ford has been an integral part of the rebuilding in Southern Louisiana post-Katrina and our Power User Fernando Echeagaray has been their point man through it all. As F&I chief, he has spearheaded new installs, working to get his dealership up to speed with cutting edge technology from Advent Resource.

Fernando has worked tirelessly to see that all went smoothly and has been an invaluable partner to us at Advent and to his

community as they continue to rebuild. We are proud to salute him for his contributions to Bohn Ford and as a representative of the dynamic business community of south Florida. 

## Clauses in Celebrity Living Wills



Paris Hilton:  
"Whatever. Just make sure you film it."



Dr. Jack Kevorkian:  
"Do whatever it takes. ANYTHING! Just please don't let me die!"



Roy Horn:  
"Have Siegfried feed the rest of me to the tiger."



Lindsay Lohan:  
"I thought I already told everyone to just let me sleep it off!"




Britney Spears:  
"If I end up in the hospital on life support, remove the tube. And my panties. Then call in the paparazzi."



Keith Richards:  
"Do NOT pull the plug. Just let me lie here, and keep that sweet, sweet Morphine drip going."



Miss Teen South Carolina:  
"Unlike the Iraq, some U.S. Americans do not, as such, have wills, living or dead. Thank you." 



Want to generate more traffic and increase sales?

Get Internet leads sent to your Advent CRM.

Call CREDCO today at

866-478-9239

and get

22% off!

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## Expanded Service History

### *Added Features for BDC*


Advent now encompasses your entire BDC department with the availability of Service History. Service History has expanded beyond Workplans for Prospects and Sold Customers. Now BDC staff are offered Workplans for Service Clients. Just as in Prospect Control, users can establish Automatic Activity and manually triggered followup calls, and send emails as well as letters to Service Clients.

As an added efficiency feature, Management can monitor all pending/completed activities in one database.

Along with Automatic Activities, the Sales Department can market to their Service Database by email, follow-up, and letter campaigns by selecting criteria mileage, dollars spent in service, model, warranty expiration, etc. These virtually limitless possibilities allow customized marketing techniques to reach targets in the most effective way.

Service History also entails a rating system for clients by dollars spent as well as CSI scores per Repair Order.

Finally, Service History offers users the ability to create and attach Scripts to their activities. As a BDC representative completes each question of the Script, it allows them to place a "score". Favorable or unfavorable scores can be emailed to selected personnel along with comments, sharing information needed by all users.




Having the ability to followup and market to BOTH our Sales and Service databases will increase both sales and CSI for Advent dealerships. 






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## Warning Signs

### *Your Pet Might be*

### *Possessed by an Alien*









-  Carefully spoons "Tang" into the toilet before he drinks out of it.
-  The scratches in your sofa look suspiciously like crop circles.
-  Most dogs: sit, stay, roll over. Your dog: levitate, balance checkbook, help Junior with calculus homework.

-  Always arranges his Kibble 'N' Bits in the shape of the Andromeda Galaxy.
-  When your son faked throwing a stick, Fido vaporized his happy butt.
-  Instead of sniffing the behinds of other dogs, your pooch uses mind-control to get you to do it and report back.
-  As far as you know, Sigourney Weaver never fried anyone *else's* cat with a flame-thrower. 

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## Words to Live By


### *For Holiday Slackers*

-  The buck doesn't even slow down here!
-  Originality is the art of concealing your sources.
-  We are proud to do precision guesswork.
-  It's lonely at the top, but you eat better.
-  Despite the cost of living, it's still popular.
-  Don't assume malice for what stupidity can explain.
-  186,000 miles/sec: Not just a good idea, it's the LAW. 

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## Signs

### *Your Mobile Home is Haunted*

- 1) Your can of Skoal mysteriously floats through the air.
- 2) Blood drips out of your simulated wood paneling.
- 3) The eyes on the velvet Elvis painting move.
- 4) The room is spinning, and you're not even drunk yet.
- 5) That car in your front yard isn't on blocks -- it's levitating by itself.
- 6) Your dog, Bo, gets sucked into the TV set, and he's blocking your view of rasslin'.
- 7) The chain the ghost rattles is attached to his wallet.
- 8) You feel an eerie presence every time "Freebird" plays on the radio.
- 9) Your Dale Earnhardt bed sheets have eyeholes cut in them.
- 10) The ghost is completely invisible except for the tobacco juice running down his chin. 



Advent wishes you a safe and happy holiday!

