

Vernon Auto

Maintains a National Reputation

Success leads to \$12 million expansion



Chris Slaydon, Executive GM

Vernon Auto Group has earned a national reputation since its start in 2009. The business originally set up shop on Wilbarger Street selling mainly Ford vehicles. During the first year, the dealership averaged 35 vehicles sold per month.

After one year with that trend, General Manager Dan Gomillion made the decision to hire Chris Slaydon who is now the Executive General Manager to Gomillion. In 2010, Vernon Auto Group changed direction and pioneered a digital era of car sales for Vernon.

Today, the company averages 350-400 vehicles sold per month and less than five percent of those sales are from walk-in customers according to Gomillion.

Vernon Auto Group has earned national and state awards and is the most reviewed dealer in the United States.

They hold DealerRater's 2017 Dealer of the year Awards for Jeep, Dodge, Ram, and Chrysler as well as the consumer satisfaction award which Gomillion says they win every year.

"In the digital age, we see less than 30 percent of our customers face to face. Nearly everything is done online and over the phone," Gomillion said. "It saves us time and allows our sales people to serve more than one customer at any given moment."

The national average of cars sold per salesperson to retain

employment is 12. At Vernon Auto that number is 20 vehicles per month due to the wild success of digital focus, according to Gomillion.

In 2011, Vernon Auto Group acquired the dealership on the U.S. 287 frontage road that now serves as the main facility.

In 2014 the business was purchased by RFJ Auto Group out of Plano. Despite the change in ownership, the company retained the Vernon Auto Group name.

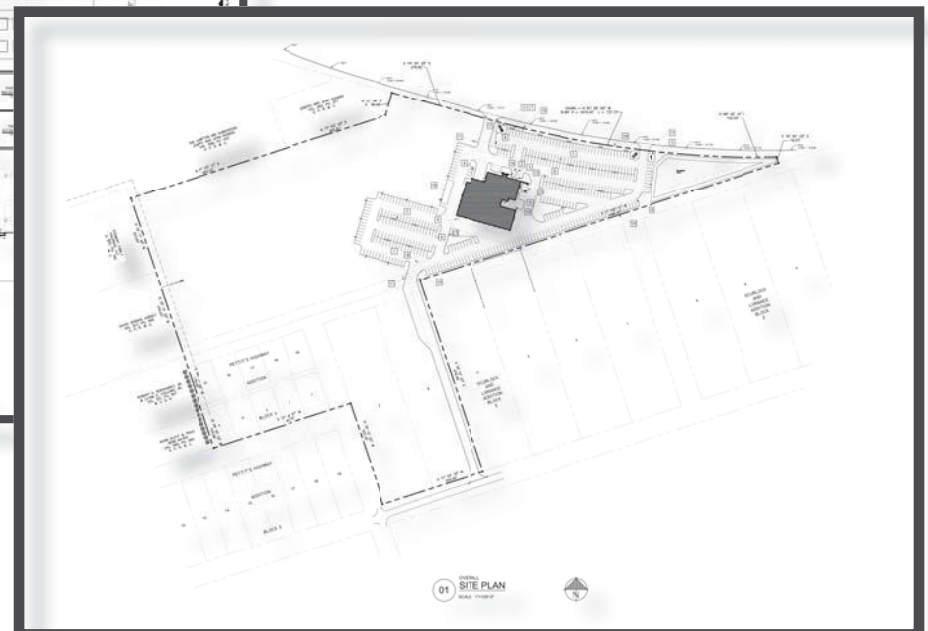
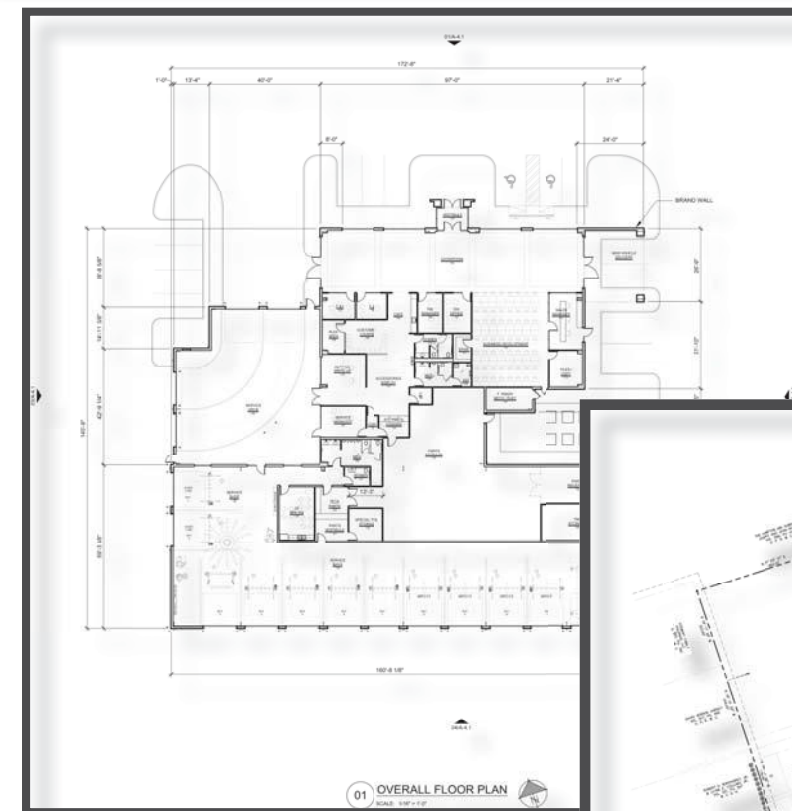
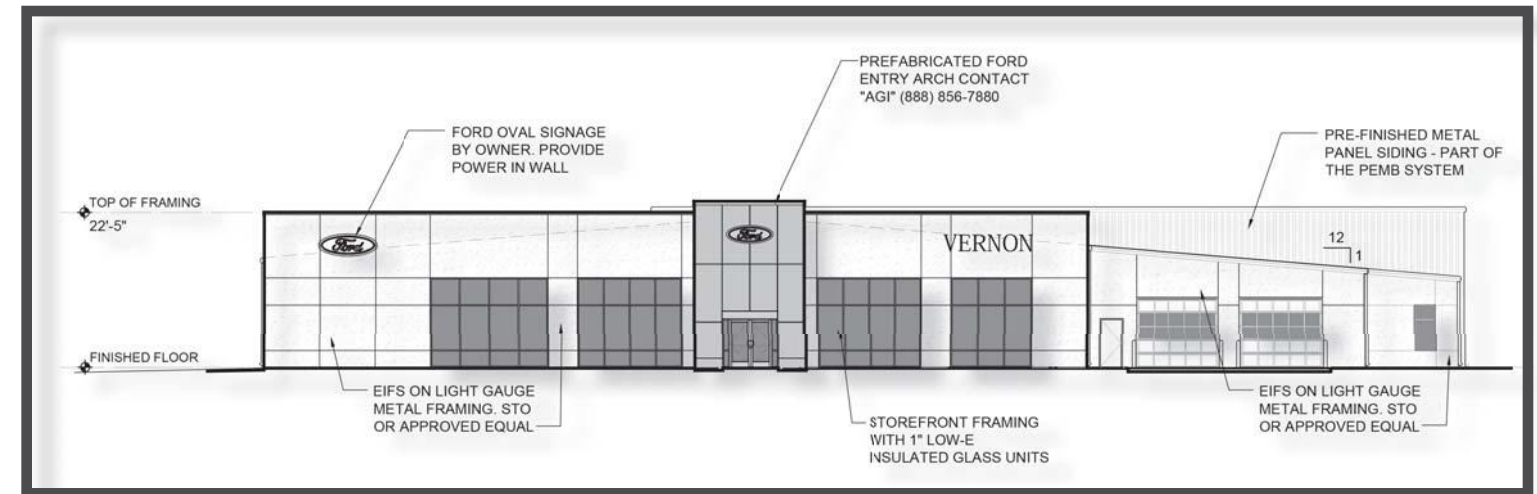
"They have about 20 dealerships in the group," Gomillion said. "They pretty much just leave us alone. They are hands off."

Vernon Auto Group employees roughly 90 people at any given time and maintains an inventory of around 900 units. It is considered a "hometown dealership with high volume."

The business has grown so much that a \$12 million expansion project began in 2017 and the completion of a new Ford Dealership was scheduled for completion by April 2018.

Vernon Auto Group generates approximately \$150 million in annual gross sales. They chose to focus on digital to offer a less stressful platform for consumers that is more transparent and seamless.

Vernon Auto Group also heavily invests in Vernon by donating more than \$100k annually to local schools and charities.



Vernon Auto Group's success has led to a \$12 million expansion in the form of a new Ford Dealership in Vernon. General Manager Dan Gomillion says the new lot will be managed by the existing team.

Drafts provided by Vernon Auto Group