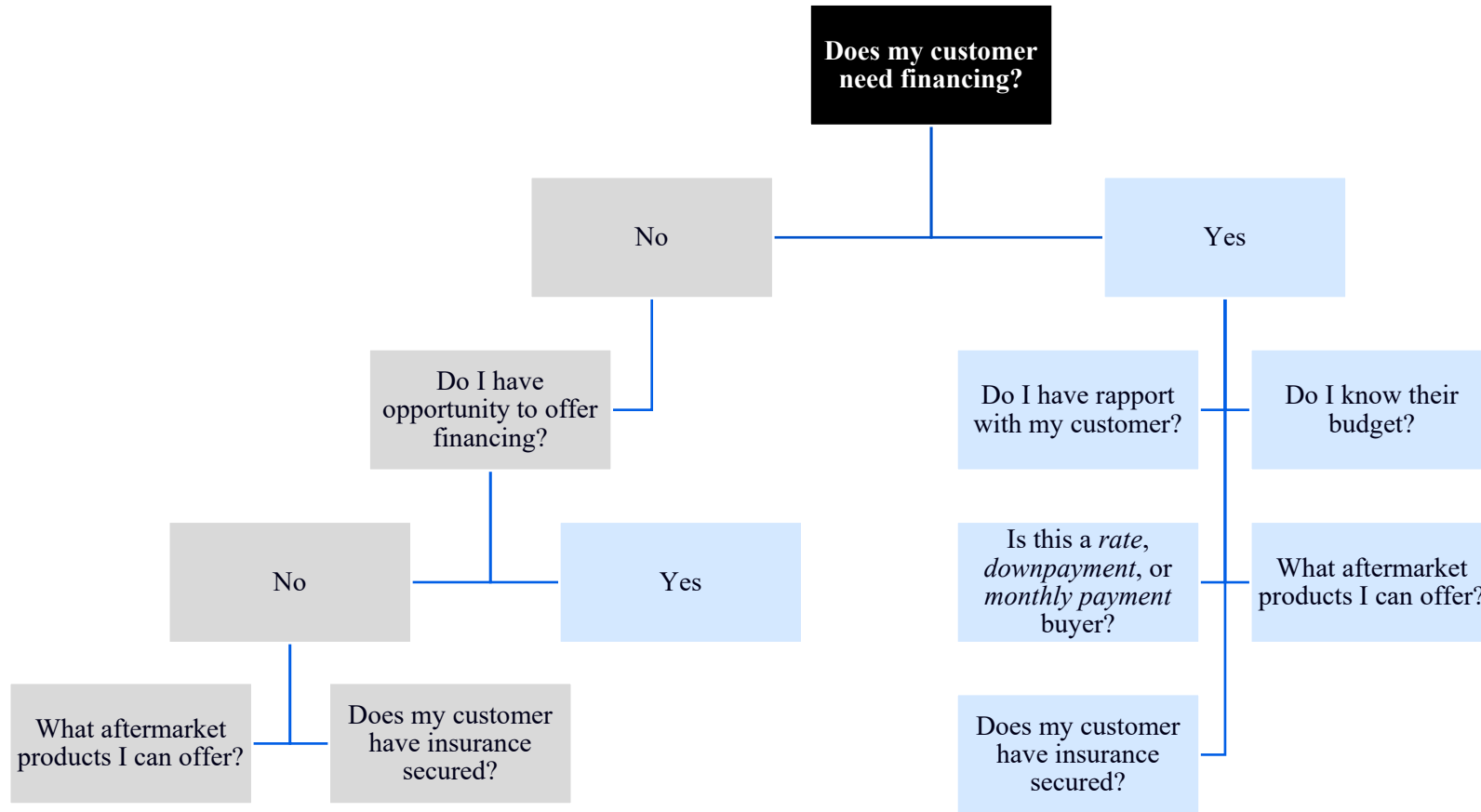


Questionnaire checklist to follow with every customer to ensure you are capturing all F&I profit



F&I is still a **profit center** for the dealership even in high interest environment, make the decision to hold your margins.

- Be confident
- Set expectations upfront
- Sell the experience
- Build rapport