



ProFinance 3.0 Dates Announced for 2025

The Business Technology Association (BTA) recently announced 2025 dates for its popular and longest-running educational workshop, ProFinance 3.0. If you have not attended ProFinance and are looking to better understand the financial health of your dealership, I encourage you to register for one of the 2025 workshops today.



Taught by John Hey and Todd Johnson of Strategic Business Associates, ProFinance teaches you the industry model — which includes more than 30 key benchmarks — and will help you and your team achieve double-digit operating income. During the one-and-a-half-day workshop, John and Todd share their knowledge from many years of building some of the largest dealerships in North America and their experience advising many of the most successful companies in the industry.

A quick overview of the workshop gives you an idea of what you will learn each day. Highlights from day one include:

- An overview of the financial model, its history, principles and application
- The MFP and MPS benchmark model and its components
- Details behind the benchmarks and how to apply them to your business
- A problem-solving session with sample problems and solutions
- A review of the day and Q&A

Highlights from day two:

- A review of the previous day and general discussion
- Sales compensation strategies
- Managed network services and imaging dealer strategies
- A discussion on leadership and company culture

■ A review of all the information covered and Q&A

The 2025 ProFinance workshop dates and BTA member locations:

- March 12-13 — Modern Office Methods, Cincinnati, Ohio
- June 25-26 — Distribution Management, St. Charles, Missouri (a St. Louis suburb)
- Oct. 8-9 — Kelley Create, Kent, Washington (a Seattle suburb)

The workshop has received many positive reviews since its start in 2001. Some recent feedback from attendees:

■ “The financial benchmarking and profitability model were the most helpful to me. It gave a more in-depth look at the numbers we need to be at to be a more profitable company. I appreciate the help and knowledge both John and Todd bring with their years of experience and expertise in this industry. I would recommend this course to others in leadership roles in this industry.” — *Brett Maxwell, KOMAX Business Systems, South Charleston, West Virginia*

■ “The course was impactful and I’m excited to implement ideas driven from the information shared. The framework of classification of revenue and cost was phenomenal. The data-based information generated a wealth of communication and strategies we can implement to drive stronger profitability.” — *Monica Wilmore, Virginia Business Systems, Wyomissing, Pennsylvania*

The principles taught in ProFinance have dramatically improved the performance of hundreds of dealerships over the years. Will your dealership be the next to gain a competitive edge? If you are a previous attendee and would like to attend again and learn about the updated model, you can return for 50% off. Learn more and register today at www.bta.org/ProFinance.

— *Brent Hoskins*

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FLASHBACK



The association's magazine cover 49 years ago this month — the NOMDA Spokesman, January 1976.