

With the AutomotoHR platform, all of the dealership's jobs will automatically be posted to the major job listings systems including Indeed, Glassdoor, ZipRecruiter, Jobs2Careers, Google jobs, CareerBuilder, and hundreds of others as both a paid featured listing and an organic listing - all at no extra cost to the dealer. All expenditures are built into the flat monthly fee. Dealers will get all the resources needed to target, attract, and hire the top experienced talent. The platform saves dealers money by eliminating the need to pay for multiple vendors who might offer only one or two HR components. AutomotoHR is a comprehensive platform that includes recruitment, HR electronic onboarding including e-signatures, ongoing employee management, compliance, and marketing capabilities to expedite the hiring and employee management process. AutomotoHR provides a modern and mobile-optimized user experience that enables dealership managers to be more effective and organized throughout the hiring and employee management process.

The Problem:

Staff turnover is one of the most critical issues in the automotive industry and can be up to 88% depending on whether the brand is luxury, non-luxury, or the employee is male or female. Marketing for new hires can be time-consuming, frustrating, and expensive. Ongoing employee management normally generates cabinets worth of paperwork to ensure compliance and to protect the dealership when disputes arise. Historically, it has taken multiple HR tools to achieve a comprehensive and cohesive platform to meet the dealer's complex needs.

How It Works:

To be effective for candidates, employees, and dealers, AutomotoHR is designed mobile-first. For the convenience of dealers and managers, both DIY and managed solutions are offered. Dealership staff can change colors, insert pictures and videos, or post jobs; or they can have AutomotoHR do it at no additional charge. There is no barrier to entry; the job applications are short and come straight to the dealership. All candidates are presented in one dashboard - with applications delivered from social media, the dealership career site, and job boards. Interviews can be scheduled with multiple managers

Dealership Management Tools

AutomotoHR

Robust HR platform that includes recruitment marketing, hiring, paperless onboarding and HR document management, employee management, and compliance that dealerships require for modern business operations.

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"I like the product so much that I didn't want to share it with our 19 other stores. I had a definite competitive advantage in finding really good talent. It has been my secret weapon."

Scott Wade
VP/General Manager
Villa Ford



www.AutomotoHR.com

"With AutomotoHR, you can finally take control of Employee Turnover, a recurring and exhausting drain on time, energy, and budget. We will transform your recruiting and onboarding into a high-powered, employment-focused brand, marketing, and sales machine."

Steven Warner
CEO/Founder
AutomotoHR

and calendar invites shared. Candidates can easily be questioned, feedback notated, and scored by multiple managers while all communications are documented and time stamped.

Posted jobs on AutomotoHR get sent out automatically to all of the major job listing systems. If dealers went to Indeed, for example, a paid ad would cost \$300-\$800 per job per month. AutomotoHR posts a paid and organic ad on each platform. They offer unlimited job listings so that the dealer can post as many jobs as needed for their store.

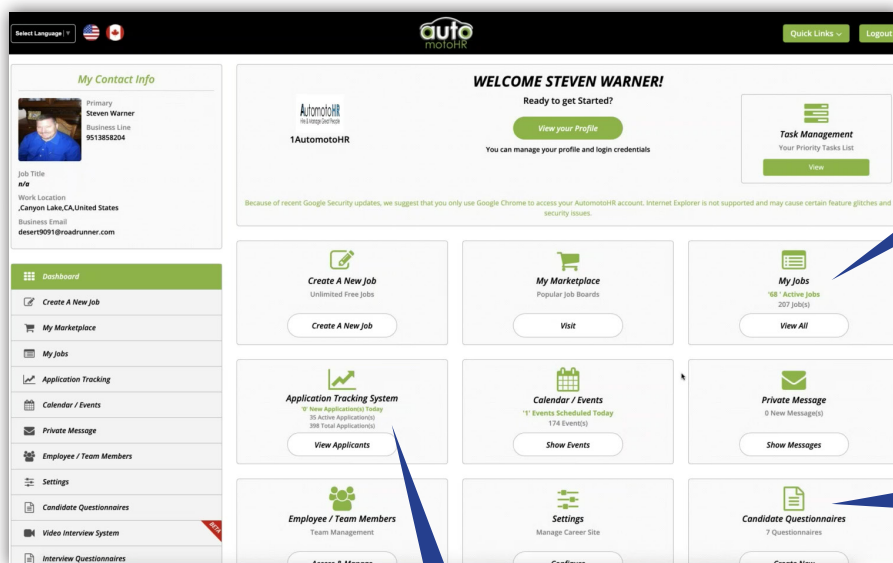
New this year are four robust features: 1. the electronic and paperless onboarding of new employees, 2. compliance tools, 3. employee management, and 4. incident reporting – now legally mandated.

Flat Fee Monthly Cost. All of AutomotoHR's tools and services are included in the monthly subscription, and features are added regularly such as the newest offering – paid time off tracking. There are no additional costs for job postings. The subscription provides the dealership team with state-of-the-art tools for a wide range of functionalities: recruitment marketing, hiring, paperless onboarding and HR document management, employee management and compliance - including an incident reporting system for harassment, workplace violence, safety, and accident reporting. Full employee electronic documentation management is also part of the package deal including the built-in document generator tool which allows for e-signatures even on a mobile device. Dealerships can have a one-stop shop now instead of multiple vendors creating friction, overlap, and waste. There are no long-term contracts, just a month-to-month subscription. AutomotoHR's client retention rate is 98%.

Switching HR Systems. Many dealers are concerned about the perceived headache of moving their existing employee and candidate database into a new HR system. AutomotoHR is a very intuitive system and makes the move easy. Even old folders that are sitting on a manager's computer can be moved over into AutomotoHR with a couple clicks of a button. The system takes care of the sorting.

Dashboard.

A very intuitive system and simple to navigate, the Dashboard provides quick access to key areas.



Shows all of the jobs active on the site.

Candidate questionnaires ensure that managers coordinate appropriate questions.

It's easy and fast to look up applicants. Type in a few letters or the phone # or email, and names will pop up.

Career Site. Each dealer group or each storefront is provided with a complete Career site – built out within 48 hours of dealer onboarding. The job listings can be customized with banners, or by adding videos to further explain a job or talk about the company. All of the pages are templates so it's simple to paste in pictures or videos and merchandise the jobs and the workplace. Here is a sample job application form for Drivers Village, and also an example of how they merchandise themselves on their Career site.

Apply For 'Sales Representative Luxury - Drivers Village Lincoln Porsche - Cicero, New York, United States'

First Name * Enter First Name

Last Name * Enter Last Name

Profile Picture Please Select

Share Youtube Video Youtube Video Link

Email * Enter Email

Phone * Phone Number

Street Address Enter Address

City * Enter City

State * New York

Country * United States

Attach Resume ☒ Computer ☐ Cloud Storage Please Select

Attach Cover Please Select

Referred By Name Enter Referrer Name

Referred By Email Enter Referrer Email

Attach Resume (.Pdf .Docx .Doc .Jpg .Jpe .Jpeg .Png .Gif) Attach Cover (.Pdf .Docx .Doc .Jpg .Jpe .Jpeg .Png .Gif)

Questionnaire

Do You Have A Valid License? : * ☐ Yes ☐ No

Do You Reside In. And Are Able To Work ☐ Yes ☐ No

A good example of how a dealership merchandises their workplace on their Career site.

DRIVER'S VILLAGE

★ RANKED ONE OF ★
CENTRAL NEW YORK'S
BEST PLACES TO WORK
2016

★ RANKED ON
CENTRAL NEW
BEST PLACES TO WORK
2016

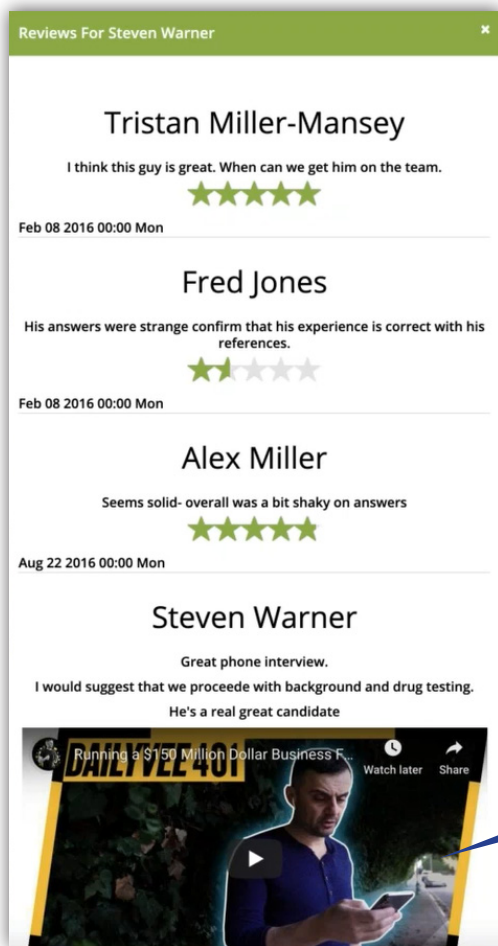
★ RANKED ON
CENTRAL NEW
BEST PLACES TO WORK
2016

Business Journal News Network
BizEvent

Smart Job Creation. Job templates with a proven success record are available for each dealership's customization. Creating a job posting only takes about 20 seconds and these postings are pre-optimized to achieve the best results. All positions at the dealership already have templates created so with only a few additional details, it's easy to post an ad. AutomotoHR works with dealers to help them understand items that might degrade their jobs – such as the title, or how to tweak ads to get better applicants. Adding the hiring team to the job process ensures that the appropriate personnel are involved in the interviewing and hiring.

Social Media Sharing. The sharing tool in AutomotoHR allows dealers to post their openings on Twitter, Facebook, and LinkedIn accounts with one click.

Job Boards That Produce. The dealer's AutomotoHR account eliminates the need to set up separate accounts for each job board vendor. When a candidate applies, their application goes directly into the dealer's AutomotoHR account. It does not go through the third party, such as Indeed, who would harvest the applicant and remarket to them. AutomotoHR automatically pushes the openings to multiple job search engines.



Video Interviews. Through AutomotoHR, a manager can send an email with all of the instructions and questions for a video interview. Perhaps the candidate is out-of-state or there are too many candidates for a small amount of available time. Some jobs benefit from seeing the candidate in action: a clickable video icon can display a receptionist who will be interfacing with walk-ins, or a service advisor handling an 'unhappy customer' question.

Here, the video interview is included in the candidate's reviews. Four teammates also provided their feedback and a star rating on their interaction with the prospective employee.

Building a Talent Pool. Many stores may have upwards of 20,000 - 90,000 applicants built up in their candidate pipeline over the years. Management can archive those that don't work out and move candidates that they think would be a better fit into a different position. The intention is to build a pipeline of talent that can be drawn upon on-demand. Dealers don't have to wait for an ad to run, they can easily refer to their sortable and pre-qualified database of qualified candidates.

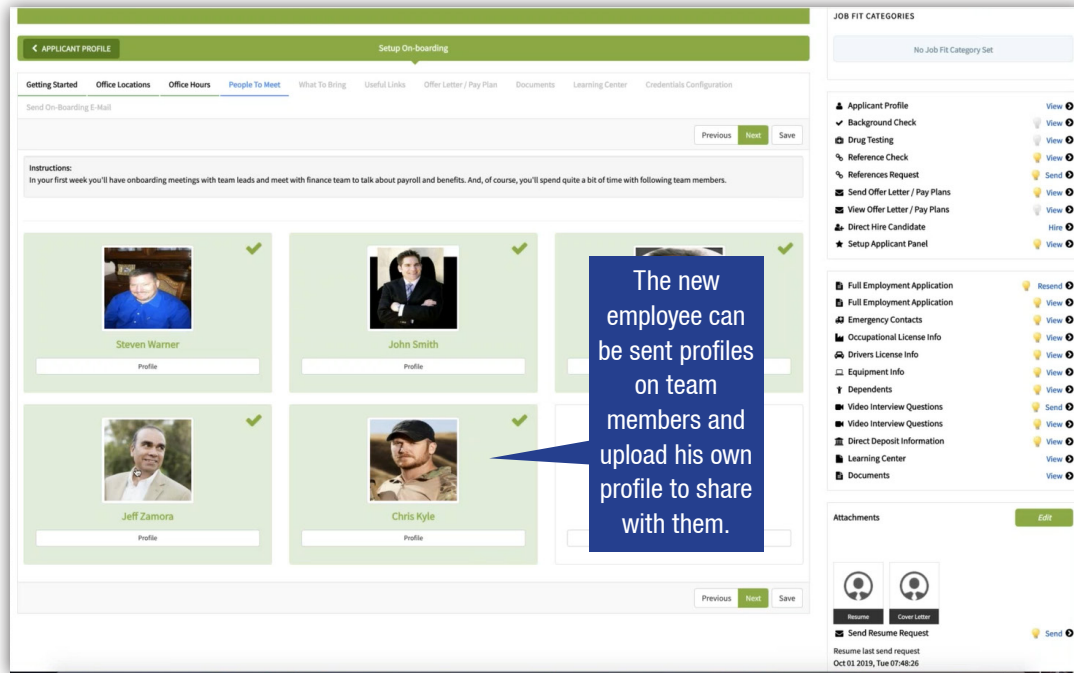
These applicants have already been scored and some are identified as Future Opportunities. They can be narrowed down by the position they applied for or the 'Best Fit' tag. Steven has already had 4 reviews and he received 87.5 points out of 100 in his interviews. Original application, resume, and notes are attached. Video interviews and audio recordings can also be included.

Applicant Name	Status	Date	Review Score	Avg. Interview Score	Video Interview	Job Title
Ronald Reagan	Manual Candidate	Apr 03 2019, Wed 08:24:22	3.8 with 2 Review(s)	0 Out of 100 Points	0 Out of 5 Points	Automotive Service Technician Cox Chevrolet Mazda
Robert Hollenshead	Onboarding Request Sent	Aug 07 2017, Mon 20:57:18	5 with 1 Review(s)	0 Out of 100 Points	5 Out of 5 Points	Automotive Biller DMV Part Time White Plains Honda
Steven Warner	Applicant	Dec 23 2016, Fri 11:05:54	4.1 with 4 Review(s)	87.5 Out of 100 Points	3 Out of 5 Points	Automotive Dealership Maintenance Professional
Joseph D'Alessandro	Applicant	Dec 23 2016, Fri 11:03:24	5 with 1 Review(s)	0 Out of 100 Points	1 Out of 5 Points	Automotive Dealership Maintenance Professional

Hiring. The profile on Robert is GREEN (see blue arrow), indicating the dealer is ready to hire him, and his onboarding package has been sent out. Through the system, he has been sent his HR and onboarding documents and a request to complete his onboarding process. From the time the candidate applies until they become a full employee, the dealership is gathering information and ensuring compliance: drug test, background checks, direct deposit, disclosure forms, W-4, etc. Every step of the onboarding, even the W-4 and I-9, is paperless, electronic, and can be completed on a mobile device.

The system is set up to develop pay plans and job offers. A template for an offer letter can be pulled up, customized for the candidate or employee, and sent for their e-signature. The candidate will get an email that has a link on it; clicking will take them to an encrypted area where the document can be read and electronically signed or acknowledged.

Welcoming the New Employee. The dealer or manager can add a welcome video to onboard the employee. It can be pulled from a library, or it can be a quick personalized welcome that is recorded on a mobile device and uploaded. The new employee also receives specific information about where to go on their first day with a Google map, what time they should arrive, and who they should meet with. HR or the manager can click and assign any handbook materials, documents, or training videos they want delivered to the employee. The manager can also create groups such as sales consultants and the 13 documents needed for a sales consultant can automatically be sent.



The system keeps an organized record of all the employee's information, including all offers and pay plans

Learning Center. For companies that have internal trainers or offer training sessions for the employee, the training library is a unique tool. Perhaps an employee needs to improve their phone skills, or a brake technician needs to attend a class about a recall issue. It's easy to assign and deliver a training alert to an individual or a prescribed group. The training can be video or audio; perhaps there is a handbook that goes along with the training or a test at the end. AutomotoHR offers a full learning management system.

Calendar. The employee can view appointments and any meetings or interviews. A group invitation for multiple team members can be sent. Adding in the address triggers a Google map insertion. Meetings generated through AutomotoHR can be added to any personal calendars. For the dealer, interviews will indicate the person's name, telephone number, and email; it will include which job they applied to and one click brings up their resume and profile. When a reminder notification is sent, all of the candidate and event details are included in the notification.

ComplyNet. Partnering with ComplyNet, managers can utilize Compliance training videos to ensure each person and department is compliant in a variety of areas. Topics such as workplace violence, harassment, cash reporting, and safety videos are only a few of the ComplyNet offerings.

The screenshot shows the AutomotoHR employee portal. At the top, there's a video of Larry C. Morgan, Chairman of Morgan Automotive Group. Below the video, the interface is divided into several sections: 'Welcome To The Morgan Auto Group From Chairman Larry Morgan', 'The #1 Reason You Lose Momentum', 'A Vision For The Future | ClickFunnels Goes To Salesforce FHTV Ep 103', 'Helpful Links' (AutomotoHR, AutomotoSocial), 'Office Hours' (08:00 am - 07:00 pm), 'Office Location(s)' (AutomotoHR World Headquarters, 23522 Cutter dr, Canyon Lake, Ca. 92587), 'Your Colleagues' (three profile pictures), and a grid of 12 tiles. The tiles are: Announcements (0 Pending), Incidents (1 Pending), My Learning Center (1 Pending), Documents (21 Pending), Private Messages (0 Pending), Calendar (1 Pending), Safety Sheets, E-Signature, and General Information. Callout boxes provide additional context: one points to the '21 Pending' Documents tile stating that 21 documents need processing; another points to the '1 Pending' Incidents tile stating that harassment or safety incidents can be reported confidentially; a third points to the '1 Pending' My Learning Center tile stating that the portal provides access to the Learning Center; and a fourth points to the '1 Pending' Calendar tile stating that safety records for OSHA inspections are filed here.

This new employee has received 21 documents that need to be processed. The information will automatically be filed in 'My Profile.'

The employee's personal portal provides access to their Learning Center where they have 1 pending session.

Harassment or safety incidents can be reported confidentially or anonymously and documentation or notes added. Safety records for any OSHA inspections are filed here.

Personalized Employee Page. Here, the employee can receive training opportunities, HR documents, incident reporting, announcements, time off and PTO, and see all appointments and meetings. In their profile, they can add in any license as well as the expiration date. The system can then notify them when the expiration is approaching. Employees can self-manage their information, taking a picture of their new licenses and expiration dates.

Training is ongoing and always free. It is encouraged and can be conducted through GoToMeeting or by phone.

What do dealers say about AutomotoHR?

"At Orange County Automobile Dealers Association, we were preparing to create a website to help our dealers/ members recruit auto techs for their operations when one of our dealers recommended AutomotoHR. He was reluctant at first because he felt that AutomotoHR was a super effective platform that gave him a competitive edge over other dealers who were posting jobs. After two years of working with AutomotoHR, the thing I appreciate most about the relationship is the customer service. Because we are an association, we are a different type of client for AutomotoHR. Our dealer members post their automotive tech positions and immediately get applicant profiles sent to their inboxes. They love the ease of it. But Steve has also done a lot of custom work to make the program work even better for us. It's working great for us and our members – it's a top-notch partnership!"

Kim McPhaul

Member Services Manager

Orange County Automobile Dealers Association