

Westlake

FINANCIAL SERVICES

Profit Builder Guide



Key Features

ProfitBuilder® is the catch all program that gives dealerships a way to go. Westlake will give a large percentage of the amount financed up front, along with servicing and splitting of up to 50% of the customer's monthly payments.

Other benefits include:

- Control of the APR (as low as 1%)
- Substantial payment stream
- Finance up to 200% of the book value
- Term length (between 6 to 42 months)
- GPS (upfront cash will increase by \$500.00)
- Cash Out option

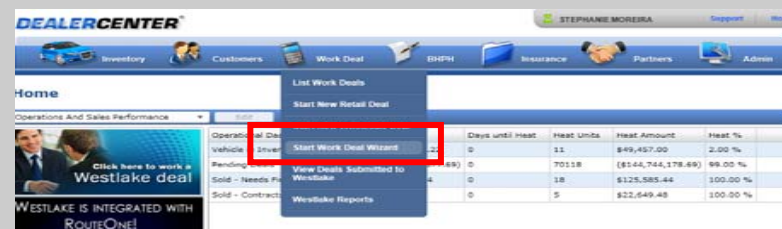
Figure 1.1 – The Buy Program™

Program	Approval	Rate	Check	Deferred	Total	Gross
Standard	Yes Yes	24.90 %	\$3,883.70	\$0.00	\$3,883.70	\$4,373.70
Profit Builder	Yes Yes	24.90 %	\$2,044.90	\$1,174.81	\$3,219.71	\$3,709.71
Partner Program	Yes Yes	24.90 %	\$2,132.54	\$2,236.85	\$4,369.39	\$4,859.39

ProfitBuilder® Process

To work a ProfitBuilder® deal:

1. Select **Start Work Deal Wizard** from the **Work Deal** menu.
2. Complete the Deal Wizard process. Upon completion the Buy Program™ screen will appear. Refer to figure 1.1.



3. In the **Lender Submission and Results** section of the Buy Program™ click on the Program drop down. Select **ProfitBuilder®**.

Program	Approval	Rate	Check	Defer	Compare All	Gross
Standard	Yes Yes	24.90 %	\$3,883.70	\$0.00	Buy Program	\$4,373.70
Profit Builder	Yes Yes	24.90 %	\$2,044.90	\$1,174.81	Profit Builder	\$3,709.71
Partner Program	Yes Yes	24.90 %	\$2,132.54	\$2,236.85	Partner Program	\$4,859.39

Points to keep in mind when working a ProfitBuilder® deal:

- When selecting a vehicle for this program the unit cannot be older than twelve years.
- Upfront cash is maximized by having the Loan-to-Value between 130% - 140% at 25% APR or state cap.

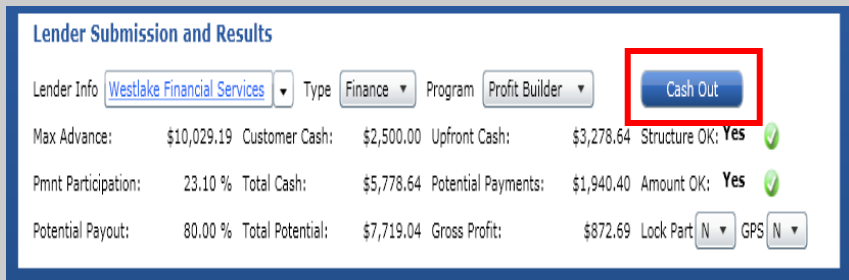
$$\text{Loan-to-Value} = \frac{\text{Amount Financed}}{\text{Book Value}}$$

Westlake provides dealers the opportunity to cash out on future participation funds after the customer has made the fourth payment. This allows dealers to receive a large participation check rather than having to wait long term. The following terms are required on accounts that can qualify for the cash out option.

- Minimum of four payments made on account
- Account must be current
- No NSF's in the last two months

To Cash Out:

1. Select **Cash Out** in the **Lender Submission and Results** section.

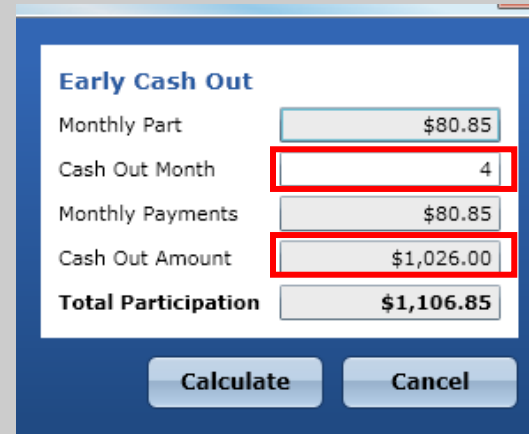


Lender Submission and Results

Lender Info: Westlake Financial Services Type: Finance Program: Profit Builder **Cash Out**

Max Advance:	\$10,029.19	Customer Cash:	\$2,500.00	Upfront Cash:	\$3,278.64	Structure OK:	Yes ✓
Pmnt Participation:	23.10 %	Total Cash:	\$5,778.64	Potential Payments:	\$1,940.40	Amount OK:	Yes ✓
Potential Payout:	80.00 %	Total Potential:	\$7,719.04	Gross Profit:	\$872.69	Lock Part:	N GPS N

2. The **Early Cash Out** screen will appear.



Early Cash Out

Monthly Part	<input type="text" value="\$80.85"/>
Cash Out Month	<input type="text" value="4"/>
Monthly Payments	<input type="text" value="\$80.85"/>
Cash Out Amount	<input type="text" value="\$1,026.00"/>
Total Participation	\$1,106.85

When the **Early Cash Out** screen appears, the Cash Out month can be changed to determine the Cash Out amount. Select Calculate to view changes.

NOTE: To Cash Out a minimum of \$5,000 must be available for funding.

The Buy Program™ features the ability to maximize profit by maximizing the selling price in order to maximize the gross.

To maximize profit:

1. Click on the **Auto Structure** button and select **Max Gross for ProfitBuilder®**.

Lender Comments & Hints

It is a deal! You might be able to increase the dealer cash to submit the customer authorization form to Westlake s

to transfer the GPS device and

Print Action Auto Structure Save

Max Gross for Buy Program
Max Price for Profit Builder
Roll Back Deal

2. Select **Yes** to continue.

Deal Structure

Price + Accessories	Down Payment	Term	Interest Rate	Monthly Payment	First Payment
\$10,737.06	\$1,080.00	25 months	24.900 %	\$499.00	30/15
Total Tax	Fees	Service Contract	Insurance / GAP / VSI	Accessories	Deal Costs
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Deal Calculations

Amount Financed	Finance Charge	Commissions	Front Gross	Back End Gross	Total Gross
\$9,657.06	\$2,817.94	\$0.00	\$10,727.06	\$0.00	\$10,727.06

The Price of the deal will be changed to \$10,737.06. Do you want to continue?

Yes No

Lender Submission and

Lender Info: Westlake Financial Type: Finance Program: Profit Builder Cash Out

Max Advance:	\$15,014.02	Customer Cash:	\$1,080.00	Upfront Cash:	\$3,004.40	Structure OK:	Yes
Pmnt Participation:	23.10 %	Total Cash:	\$4,734.40	Potential Payments:	\$1,817.17	Amount OK:	Yes
Potential Payout:	82.00 %	Total Potential:	\$6,551.57	Gross Profit:	\$6,541.57	Lock Part:	N
						GPS:	Y

NOTE: When using the Auto Structure option, the selling price will be maximized in order to maximize your profit.

3. Notice the changes in the **Price + Accessories** and **Total Gross** fields.

Deal Structure

Price + Accessories	Down Payment	Term	Interest Rate	Monthly Payment	First Payment
\$10,737.06	\$1,080.00	25 months	24.900 %	\$499.00	30/15
Total Tax	Fees	Service Contract	Insurance / GAP / VSI	Accessories	Deal Costs
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Deal Calculations

Amount Financed	Finance Charge	Commissions	Front Gross	Back End Gross	Total Gross
\$9,657.06	\$2,817.94	\$0.00	\$10,727.06	\$0.00	\$10,727.06

To Print the deal Summary:

After successfully structuring a deal click on the **Print** button. Select **Deal Summaries**, then **ProfitBuilder®**.

Print Packs

Contracts and Forms
Bankers Systems Forms
Westlake Forms
Custom Forms
Booksheets
Deal Summaries
Customize Printing Preferences

Type: Finance Program: Profit Builder

Cash: \$2,500.00 Upfront Cash: \$4,697.75 Structure OK: Yes

Potential Payments: \$3,597.13 Amount OK: Yes

Gross Profit: \$6,143.88 Lock Part: N GPS: N

Dealer Version
Customer Version
Profit Builder

Print Action Auto Structure Save

A dealer and customer check list will generate along with the deal structure.

To submit a deal to Westlake Financial:

1. To submit a deal electronically to Westlake, click on the **Action** button then **Submit Deal**. The deal information is transferred to our in-house system.

The screenshot shows the 'Lender Submission' section of the form. A dropdown menu is open over the 'Submit Deal' button, which is highlighted with a red box. The menu options include 'Select Program' and 'Submit Deal'. Below the menu, the 'Action' button is also visible.

2. Fax the cover page and deal summary along with **COMPLETE** stips to the number listed on the cover page.
3. FedEx original stips to Westlake Financial

To save the deal:

1. Click on the **Save** button and select the status of your choice.

The screenshot shows the 'Lender Submission and Results' section of the form. A dropdown menu is open over the 'Save' button, which is highlighted with a red box. The menu options include 'Pending - Working Lead', 'Sold - Needs Financing', 'Sold - Contract in Transit', 'Sold - Funded', 'Unwound', and 'Dead Deal'. Below the menu, the 'Save' button is also visible.

Terms to Know
ProfitBuilder[®]**Common Definitions:**

Customer Cash – The cash down from the customer.

Gross Profit - The Total Cash + Payment Participation – Cost – Any Taxes – License.

Lock Participation – Allows the user to choose if they want to lock the participation at a certain percentage. **Participation in Payments** – represents the percentage of each monthly payment that the dealer will receive.

Potential Payments - The total amount made from the Payment Participation.

Potential Payout % - The Total Potential divided by the Total.

Total Cash - The Customer Cash + Upfront Cash.

Total Potential – The Total Cash + Potential Payments **Upfront Cash** - is the amount of the money Westlake will fund the dealer at the beginning of the loan (up to 65%).