

Certified pre-owned programs have become a key component to almost every dealership's success. While manufacturers' programs help move inventory, their costs often may outweigh their benefits. Our Pro Certified® program offers multiple coverage, deductible and term options. This allows for a customizable program for the vehicles you offer without many of the limitations of a factory program. Converting your used vehicle inventory into CNA National Pro Certified pre-owned will help you maximize your gross profit while enhancing your customer retention.

Choose the warranty option that works best for your dealership. Our program options allow you to mix and match the coverage, term and deductible options that work best for your pre-owned sales, service and profit goals.

- A range of term options all the way up to 12 months/12,000 miles.
- Coverage options span the range from basic stated component to exclusionary coverage.
- Deductible options include \$0, \$50 and \$100.

*CNA National provides point-of-sale materials to effectively market the Pro Certified vehicles at your dealership.*

### **Increase your dealership's profitability with Pro Certified®**

Converting your used inventory into certified pre-owned will potentially help you sell more used vehicles more quickly while allowing you to maintain higher sales prices. You'll be perfectly positioned to upsell your Pro Certified customers to a CNA service contract. When you do, you'll pay no fee for the Pro Certified limited warranty. This will allow you to eliminate the program cost while increasing your F&I income. Pro Certified also allows you to:

- Provide certification for models outside your franchise
- Customize the program to fit your specific coverage, service and profit goals
- Participate in underwriting profits
- Attract more customers by advertising the reassurance of certified, quality used vehicles
- Move used vehicle inventory more quickly
- Help maintain higher gross on inspected and certified used vehicles

