

PROAUTOJOBS.COM: REVOLUTIONIZING AUTOMOTIVE HIRING



A Dealer Group of America LLC Company

Contact

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HIRE SMARTER, TRAIN BETTER, AND RETAIN LONGER!

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Thanks
Team PAJ
Dealer Group of America LLC

Hiring Challenges In The Automotive Industry

TIME-CONSUMING RESUME SCREENING WITH LIMITED INSIGHTS

Traditionally, receiving resumes through email or platforms like Indeed has been the norm. However, with ProAutoJobs.com ***Pro Screening Solutions (PSS)***, you don't just get resumes fast—you get quality candidates. The problem is, who has time to sift through all those emails and resumes, then follow up with calls, texts, and emails, schedule appointments, and hope they actually show up? Sales managers are already overwhelmed with their daily responsibilities. Adding the task of reviewing 20 resumes a day only adds to their workload. It's not that they don't want to—it's simply that we've overloaded them with tasks that hinder their ability to focus on what matters: selling cars.

YOU NEED CANDIDATES READY TO CONNECT WITH CUSTOMERS

We provide a comprehensive solution for hiring, training, and onboarding. Depending on your budget, we offer both online video training and live in-person sessions. By the time we're done, your new candidates will be fully prepared to engage with customers and close car deals effectively.

STREAMLING HIRING AND INCREASEING RETENTION



Mission of ProAutoJobs.com

To transform the automotive industry by streamlining recruitment and training processes, delivering top-tier talent, and empowering dealerships to build high-performing teams through innovative, industry-focused solutions.

Vision of ProAutoJobs.com

To be the premier recruitment and training platform for the automotive industry, driving operational excellence, improving employee retention, and setting a new standard for workforce development worldwide.



Tom Stokes – Founder & Interim CEO

Tom Stokes is the driving force behind ProAutoJobs.com.com, a cutting-edge platform designed to transform the hiring process for the automotive industry. With nearly three decades of experience in automotive retail, Tom has earned a reputation as an innovative leader dedicated to helping dealerships achieve sustained success.

From his early career in used car sales to launching groundbreaking ventures like MOVINGIRON, TrueInvoice.com, and PlaybookforSuccess.com, Tom's journey has been marked by his relentless commitment to solving challenges and fostering growth. A pioneer in automotive technology, Tom played a pivotal role in developing A.I.-powered solutions for the car business, including in **2011 the revolutionary V.I.C. system**, which remains a testament to his forward-thinking approach. As a hands-on mentor and trusted advisor, Tom has trained and empowered countless professionals in the industry. His vision for ProAutoJobs.com.com extends beyond recruitment, focusing on equipping dealerships with the tools and talent needed for long-term excellence.

Tom's leadership isn't limited to the boardroom—his charitable endeavors include partnerships with the Make-A-Wish Foundation and the Wounded Warriors Project. Outside of work, Tom is a devout Roman Catholic who enjoys photography, camping, playing guitar, and connecting with people from all walks of life.

As interim CEO, Tom continues to guide ProAutoJobs.com with the same passion and dedication that have defined his remarkable career.

[TOM STOKES FULL BIO](#)

(Check out V.I.C. from 2011: [Watch the video.](#))



The Pro Auto Jobs Team

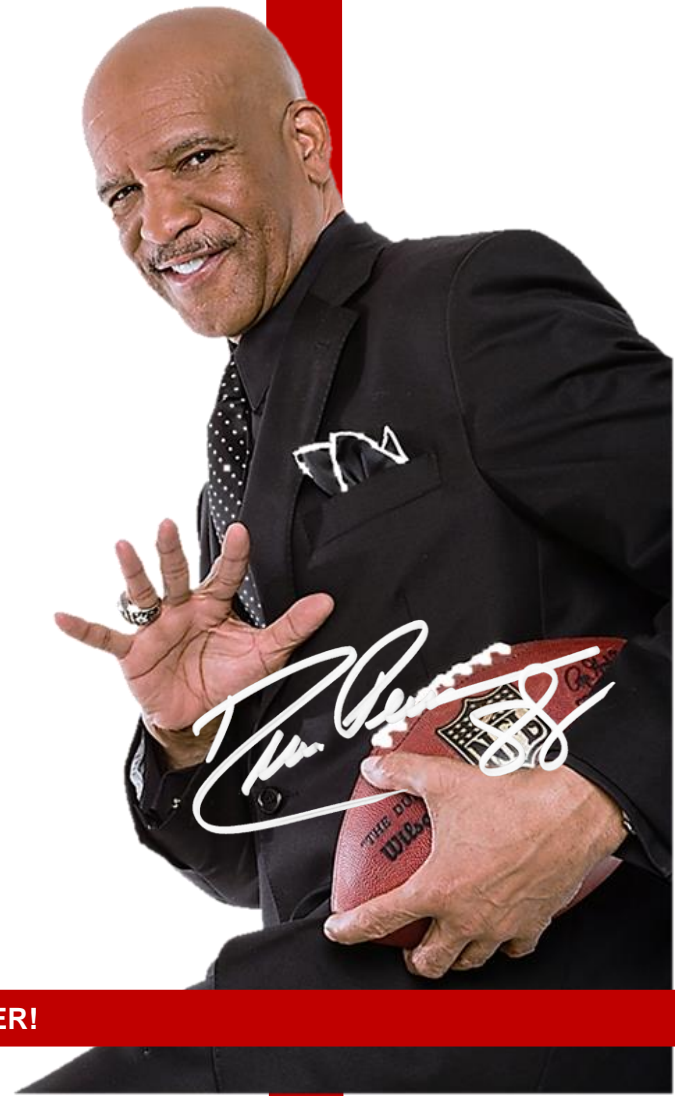
Drew Pearson – Spokesperson

Drew Pearson, a Dallas Cowboys legend and Hall of Famer known as "The Original 88," continues to serve as the spokesperson for Playbook for Success and ProAutoJobs.com.

His leadership, excellence on the field, and commitment to success make him a perfect representative for these programs, which focus on helping individuals achieve their professional goals. Drew's endorsement brings credibility and inspiration to those looking to excel in their careers, particularly in the automotive industry.

www.drewpearson.com/drew-pearson-88

[Drew delivering message to Planet Ford in Spring Texas](#)



Matthew Stevenson – Bookkeeping, Payroll, and Taxes

Matthew Stevenson, based in Ennis, Texas, is a seasoned tax preparer and bookkeeper with a proven track record in financial management. With exceptional precision and dedication, Matthew ensures that **ProAutoJobs.com** operates with seamless financial processes, compliance, and reporting. His expertise allows dealerships and automotive professionals to focus on growth, knowing their financial operations are in capable hands.

Collaborating closely with Brittany, Matthew manages bookkeeping and tax preparation with unparalleled accuracy, providing tailored financial solutions to meet the unique demands of the automotive industry. Together, they deliver comprehensive services that support the growth and success of **ProAutoJobs.com** and its clients.

With over five years of experience working alongside Tom and Brittany, Matthew has managed bookkeeping and taxes for three corporations, demonstrating his commitment to excellence and his deep understanding of the industry's financial complexities.

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Matt Baxter – Owner WedgeHR

Matt Baxter, CEO of Wedge and Director of Client Success at ProAutoJobs.com.com, is a dynamic entrepreneur revolutionizing recruitment. At Wedge, he leads a video interviewing platform trusted by over 2,000 recruiters globally, streamlining hiring with cutting-edge technology. At ProAutoJobs.com.com, Matt applies his expertise in HR technology to help dealerships optimize their hiring processes. He provides tailored support to ensure clients fully leverage the platform, bridging the gap between innovative solutions and effective recruitment strategies.

Starting his entrepreneurial journey at 15 with Stony Pointe Lawn Care, which he sold in 2015, Matt's passion for recruitment led to Wedge's creation. Under his leadership, Wedge has received industry accolades like the Cloud Awards' Best Cloud HR Solution shortlist and Purpose Jobs' Top Startup to Watch.

A sought-after speaker, Matt hosts *The Matt Baxter Show*, exploring purpose in work and life, and co-authored *The Hiring Knot*, a guide to modern recruitment. He also serves as Vice Chair for the Michigan Center for Economic Innovation and sits on the Global Youth Force board, earning recognition like the Grand Rapids Business Journal's 40 Under 40.

With a Hope College degree and a spirit for adventure—whether running ultra-marathons across the Baja Peninsula or planning spontaneous trips—Matt combines passion, data-driven insight, and dedication to customer success, making him an invaluable part of the ProAutoJobs.com team.

WedgeHR

**29 Pearl Center Street Northwest, Ste 225,
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Phone: 734-368-6946

Email: matt@wedgehr.com

Website: www.wedgehr.com



Ezra Hodge

Ezra Hodge is an accomplished software specialist and talent acquisition leader with extensive experience in scaling global cloud talent programs, including his work at Amazon Web Services (AWS). At AWS, Ezra embraced the "Day 1 spirit" to launch and scale global cloud initiatives, focusing on cybersecurity, financial services, EduTech, and professional services. His leadership also extended to expanding innovative e-government solutions in the Pacific Northwest and leading the U.S.'s largest educational data measurement program at Pearson.

Recognizing the critical challenge of finding leaders with proven expertise in cloud computing and digital modernization, Ezra co-founded the McKinley Hodge Group (MHG), a cloud-native executive and technical search firm, before joining EMA Partners as Director of Talent Acquisition. His expertise in integrating advanced technologies like AI and machine learning has transformed recruitment processes, optimizing how businesses source and screen top-tier talent.

Ezra's focus on diversity, inclusion, and work-life balance aligns perfectly with ProAutoJobs.com's commitment to delivering innovative hiring solutions. His unique combination of software engineering and talent management expertise ensures ProAutoJobs.com clients benefit from cutting-edge strategies tailored for success.

Ezra and Tom Stokes have collaborated on projects for over 15 years, creating revenue streams exceeding \$1 million and consistently driving innovative and successful initiatives in their industries. Beyond work, Ezra advises organizations in the education and tech sectors, enjoys hiking the Pacific Northwest, and writes children's literature.

Ezra Hodge
206-895-9696
e.hodge@ema-partners.com



Brittany Spaniel – Chief Operating Officer at Disingerm Inc.

Brittany Spaniel joins ProAutoJobs.com.com as the Chief Operating Officer with extensive experience in operations management and business development. Currently serving as the COO at **Disingerm Inc**, Brittany's expertise lies in streamlining business operations and ensuring scalability for growth.

With a background in optimizing organizational efficiency, she works directly with the team to develop scalable processes that support both the expansion of ProAutoJobs.com.com and the evolving needs of its clients.

Brittany's strategic vision and ability to drive execution make her a critical member of the team, dedicated to ensuring ProAutoJobs.com operates at peak efficiency while delivering exceptional value to dealerships. Her commitment to operational excellence and customer success makes her a driving force behind ProAutoJobs.com' growth and ongoing success.

brittany@disinegrm.com



Dino Peluso – Recruitment and Training

Dino Peluso, originally from Ohio, brings over 45 years of experience in the auto industry. After retiring in Corsicana, TX, in 2017, Dino has returned to work alongside Tom Stokes to help recruit and train sales reps for ProAutoJobs.com in Texas. As a co-author of the original Playbook for Success in 2014, Dino plays a key role in shaping the updated version for ProAutoJobs.com. His deep industry knowledge and leadership will guide the next generation of sales professionals.



Dealer Testimonials from 2024

"ProAutoJobs made hiring so much easier. We no longer waste time sifting through unqualified candidates—they bring us the best."

– **Mike Romero ., General Manager, Russell Smith Ford, Houston**

"I was blown away by the quality of candidates. They hired 18 of my 24 salespeople and with over 70% retention after 6 months."

– **Chris Grady., General Manager, Southfork CDJR, Houston**

"The video interviews gave us an immediate sense of the candidates' personalities and professionalism. We've hired three amazing salespeople already!"

– **Adrian Gonzalez., Sales Manager, AutoNation Chevrolet West Austin**

"The fast start training was a big key to using Tom Stokes for over 6 months. He was here every week following up with new hires using Playbook for Success."

– **Chris Gates., General Manager, Central Houston Nissan**

"I've known Tom for over 20 years, and I've seen firsthand what he's accomplished with his innovative ideas in the car business. I've personally utilized his expertise and ideas for over two decades, and they've consistently delivered results."

– **Charlie Nixon, CFO, Five Star Automotive Group, Dallas**



[Bianca, from Russell Smith Ford Houston Texas](#)



[Dylan, from Southfork Dodge in Manvel, Texas](#)

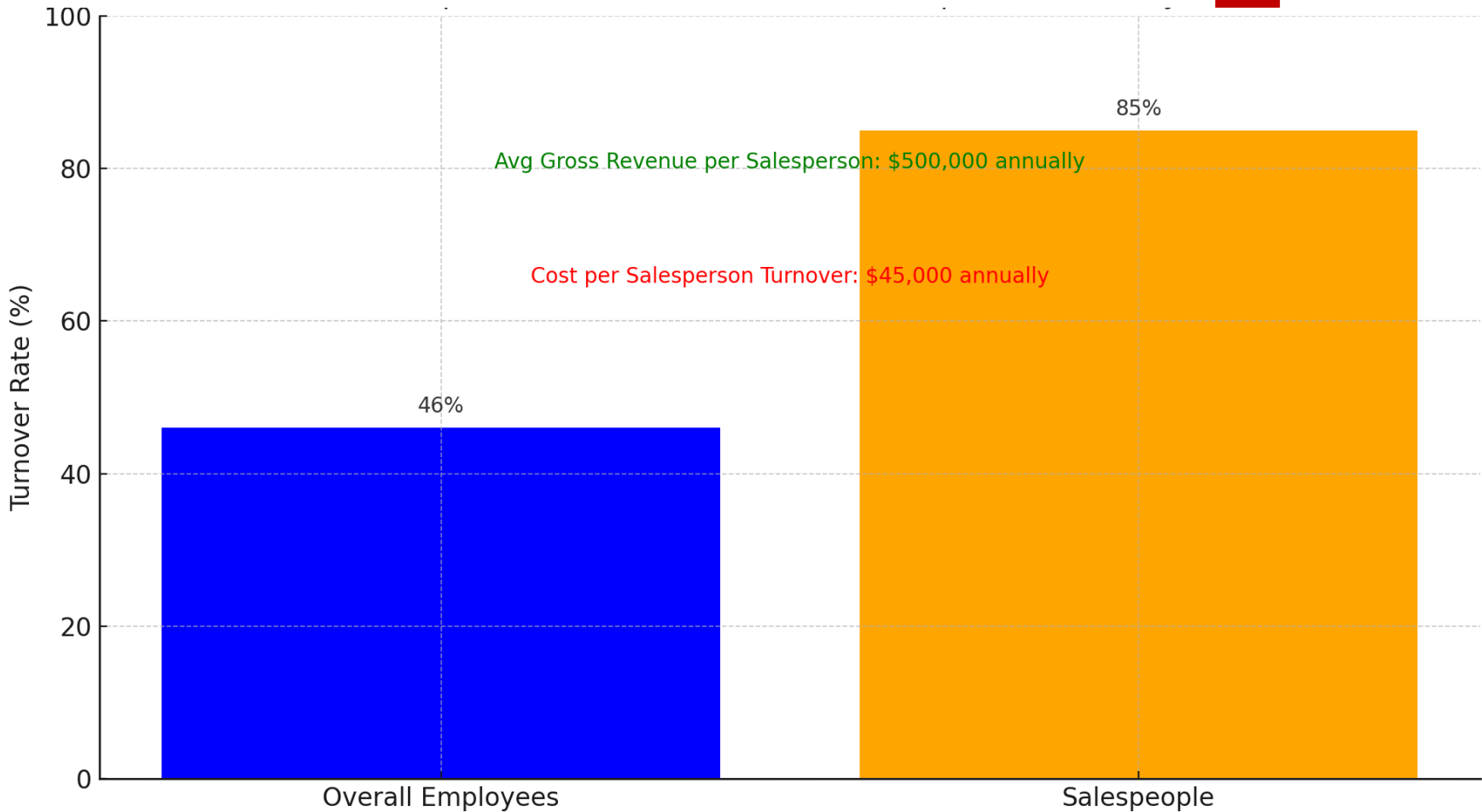
In Texas we have hired and trained over 1,000 salespeople, equipping them with the skills and knowledge to succeed in the automotive industry!

Hiring Challenges In The Automotive Industry

HIGH TURNOVER AND LOW RETENTION

The average dealership turnover rate is 46% for employees, and 85% for salespeople. Each salesperson who leaves a dealership can cost the bottom line \$45,000. annually – **NADA May 2024**

“We’re Streamlining Hiring and Increasing Retention”



Common Dealership Pain Points

High Employee Turnover

- Average turnover rates are **46% for employees** and **85% for salespeople**, leading to constant rehiring and retraining costs.

Time-Intensive Hiring Process

- Sales managers and HR teams are overwhelmed with resumes, emails, and scheduling interviews, leaving less time to focus on selling cars.

Unqualified Applicants

- A large percentage of candidates lack the necessary skills or experience, leading to wasted time in screening and interviews.

Difficulty Retaining Talent

- Long hours, high-pressure environments, and unclear career paths make it challenging to retain employees, especially in sales roles.

Cost of Turnover

- Replacing a single salesperson can cost a dealership **\$45,000 annually**, including recruitment, onboarding, and lost productivity.

Inconsistent Training

- Many dealerships lack standardized training programs, leading to inconsistent sales approaches and missed revenue opportunities.

Finding Local Talent

- Recruiting candidates who are local and can commit to the commute or dealership schedule is often difficult.

Lack of Specialized Recruitment Tools

- General hiring platforms like Indeed or LinkedIn fail to meet the specific needs of dealerships, resulting in inefficient hiring processes.

Underperforming New Hires

- Without proper onboarding and training, new hires often struggle to meet sales targets or adapt to dealership culture.

Customer Experience Impact

- High turnover and untrained staff lead to poor customer interactions, damaging the dealership's reputation and revenue potential.



We are searching for self-motivated individuals.

Need a Career Change? Need to Make a Little Extra Money?

- ✓ There's Never Been a Better Time for Change
- ✓ Full Support Provided by our Teams
- ✓ Over 1000 Auto Dealers Participating
- ✓ Full-Time / Part Time Positions Available
- ✓ From Sales to TV & Print Models



New Job Offers Added 10/09/24

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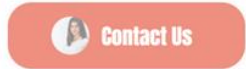
Full Time Car Sales Spokesperson Greeters Car Sales Earnings About Our Training Open House More

At Pro Auto Jobs, our mission is to create life-changing career opportunities and provide training for long-term success. We take pride in supporting those who are eager to invest in themselves, and we invest in them from day one. Personally, I love watching someone with no experience come in and thrive over time. **Setting new hires up for success is crucial, which is why Playbook for Success plays such a vital role after recruitment through Pro Auto Jobs.** – Tom Stokes, Creator of Playbook for Success

PARTS MANAGER
Auto Dealer Parts Manager for Ford / VW / Mazda... East Texas

FREE TRAINING
Trained by The Best in The Business

USED CAR MANAGER
Management Experience Helpful but NOT necessary



ProAutoJobs.com has been a trusted platform for over 10 years, consistently delivering exceptional results. In the Texas area alone, it organically attracts candidates each month, making it a go-to resource for dealerships seeking top talent.



FROM SALES TO TV & FILM MODELS

Share

New Job Offers Added 10/09/24

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Full Time Car Sales

Spokesperson

Greeters

Car Sales Earnings

About Our Training

Open House

More

Last updated: 10/01/24

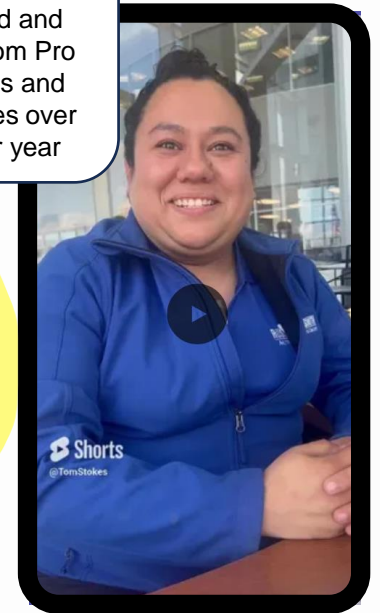
WE'RE ALWAYS HIRING!!!



To schedule your interview click the city nearest you.

- DALLAS, TX
- AUSTIN, TX
- HOUSTON (SO. LOOP), TX
- HOUSTON (SO. LOOP), TX
- PEARLAND, TX
- LIVINGSTON, TX
- SPRING, TX
- HUNTSVILLE, TX

Testimonial from salesperson that was hired and trained from Pro Auto Jobs and now makes over 150k per year



<https://www.proautojobs.com/houston-texas-south-loop>

WE'RE HIRING!



Full-Time / Part Time Positions Available
From Sales to TV & Print Models



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Full Time Car Sales Spokesperson Greeters Car Sales Earnings About Our Training Open House More

FULL TIME SALES ASSOCIATE IN SPRING/HOUSTON TEXAS

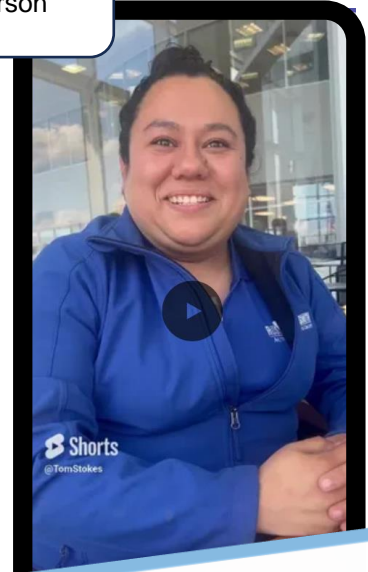
Welcome to Pro Auto Jobs...
Intro to Video Interviewing



**Automotive
Salesperson... \$10,000
worth of training, FREE!!**

Updated: 07/25/2024

Testimonial from salesperson



Name*

First*

Last*

Email*

Zip Code*

What's your zip code

Phone*

####

What position are you applying for?*

Select

We provide candidates with an opportunity to further strengthen their candidacy by strongly suggesting — or making it a dealership-specific requirement — that they complete their Video interview . This approach ensures candidates are better prepared for the role and allows us to assess their experience and qualifications more effectively before sending them to the store.

Introducing ProAutoJobs.com With Video Screening

After a candidate fills out the form and submits their resume, they will be directed to the "Let's Get Started" landing page, where they can immediately begin their video interview process. This streamlined approach ensures a seamless transition and keeps candidates engaged while showcasing their potential.

Interview Details

Think Time

After viewing the question you will be given time to think about your answer

Time Limits

The amount of time you have left to record your response will be shown above the video

Retakes

You will have the opportunity to re-record each question

Let's Get Started

Video explains details – candidate clicks Get Started

Video explaining this page



Play Introduction



Candidates record video responses to predefined questions, allowing agents to assess communication skills, personality, and enthusiasm early in the process. Tailored to help find and develop entry-level talent (Green peas)

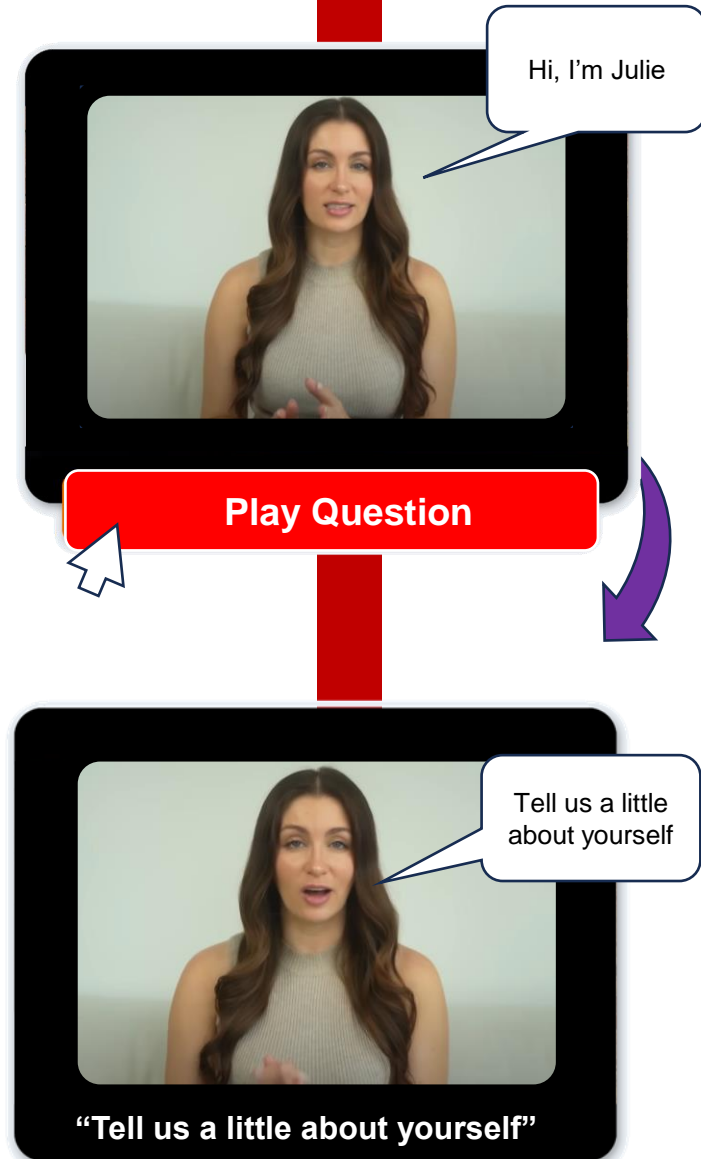
Video-first Platform To Evaluate Candidates Efficiently

Candidates record video responses to predefined questions, allowing agents to assess communication skills, personality, and enthusiasm early in the process. Tailored to help find and develop entry-level talent (Green peas)

When a candidate begins the video screening process, they click play, and a pre-recorded prompt from Julie (or a similar assistant) appears, asking: **"Tell us a little about yourself."** This is just one example of the engaging and conversational questions we use to make the process intuitive and welcoming for candidates.

We are looking for candidates who are confident and willing to **introduce themselves and highlight the car the customer inquired about through personalized videos once hired.**

What better way to evaluate if someone is capable of handling the job than with the **ProAutoJobs Pro Screening Process (PSS)**? This advanced screening method ensures we identify candidates who are ready to excel in delivering exceptional customer interactions.

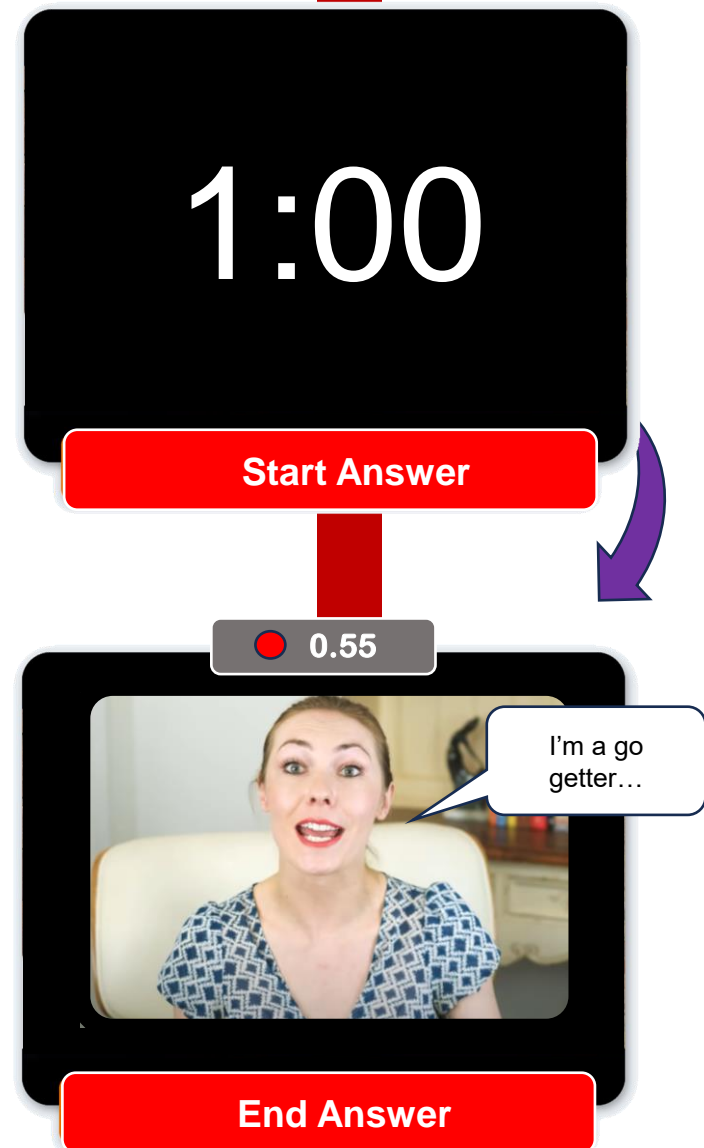


Revolutionizing Automotive Hiring With ProAutoJobs.com's Video Screening Solution

After the prompt, the candidate clicks the "Start Answer" button to begin recording their response. A timer appears above the screen, providing a countdown or time limit for their answer.

While answering, candidates can see themselves on the screen, helping them adjust and feel confident during the recording.

Once they finish answering the question, they click "End Answer", finalizing their response.

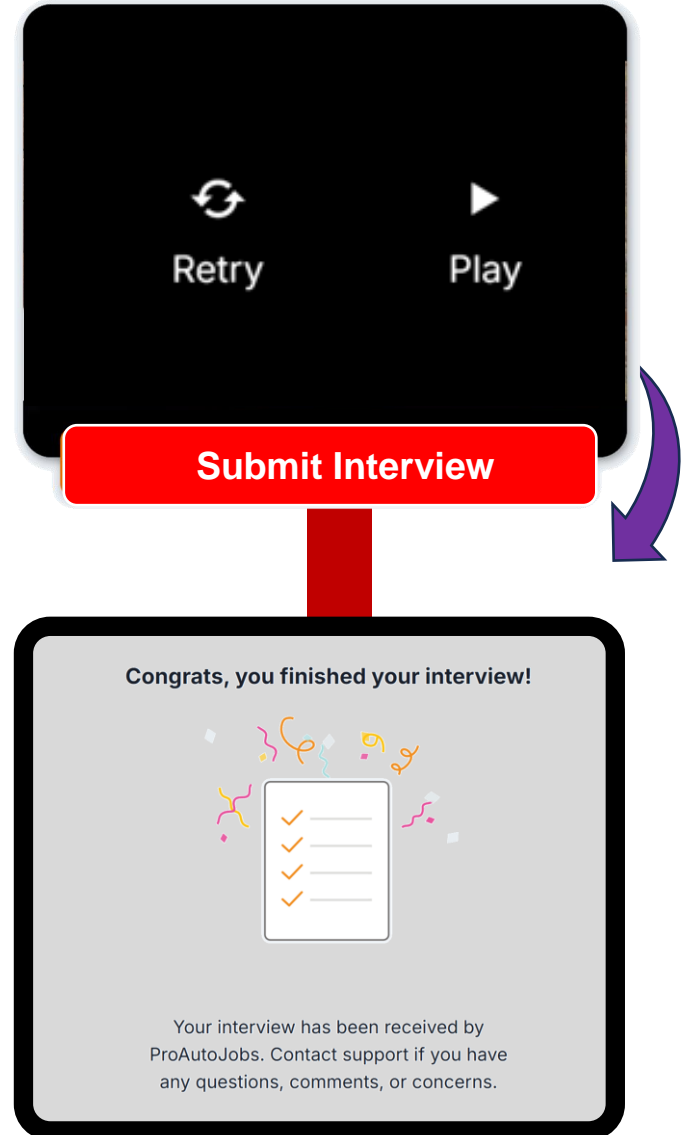


ProAutoJobs Question Library

We offer a comprehensive library of questions for candidate interviews, or you can provide us with your own tailored inquiries. Here's a sneak peek at the types of questions we use to identify top talent for your dealership:

1. Who was your favorite manager from your old job and why?
2. Why do you want to sell cars?
3. What do you think makes a good salesperson?
4. How would you handle a customer who is unsure about buying a car?
5. Tell me about a time when you had to deal with a difficult person. How did you handle it?
6. How far do you live from the dealership?
7. Will you be able to work every Saturday?
8. If a customer comes in at 6:30 PM but you're scheduled to leave at 7:00 PM, what would you do?
9. How would you handle a situation where a customer is unhappy with their purchase?
10. Add custom questions...

These questions are designed to assess skills, mindset, and commitment—ensuring you get candidates who are ready to succeed in the car business.



Next Steps for the Candidate

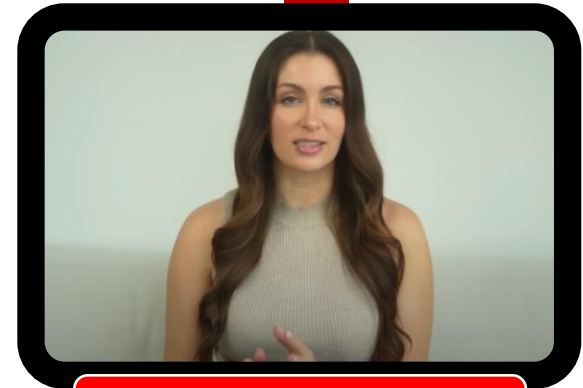
Candidates are informed that their interview is under review and that they will be contacted regarding the next steps (e.g., scheduling an in-person interview or receiving a follow-up email).

The process moves smoothly to the next pre-recorded video question, repeating until all questions are completed (usually 5–7 in total).

The platform automates email notifications to keep candidates updated, ensuring a professional and responsive hiring process.

For shortlisted candidates, scheduling tools allow for seamless coordination of the next interview or onboarding session.

This process not only ensures a professional experience for candidates but also optimizes the workflow for the hiring team, helping them make informed decisions efficiently.



Your Next Steps



We carefully evaluate each candidate to determine who is the best fit to send to your dealership. This ensures that you will only interview high-quality candidates who meet the standards and expectations of your team. Our rigorous screening process saves you time and helps you focus on building a strong, capable workforce.

About The Dealership

If a candidate receives a thumbs up from the **ProAutoJobs.com Manager**, the next step is to send them a personalized **introduction video** from your dealership. This video serves as a warm welcome and provides essential information about:

1. Your Dealership Culture

- Highlight the team environment, values, and what makes your dealership unique.

2. Onboarding Expectations

- Walk them through what the onboarding process will entail, such as training schedules, paperwork, and systems they'll need to learn.

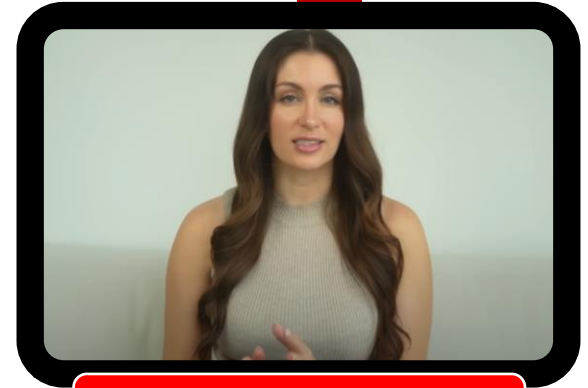
3. Role Preparation

- Outline what they should expect in their new role and how they'll be supported in succeeding.

4. Next Steps

- Provide a clear timeline for their start date, first-day instructions, and contact information for any questions.

This introduction video not only sets the right tone for the candidate but also reinforces their excitement about joining your dealership, helping to build early engagement and loyalty.



About The Dealership



We do not publicly advertise your dealership during the hiring process. Our platform is zip code-driven using **geo fencing technology**, ensuring candidates are carefully screened and matched before being introduced to your dealership. This helps eliminate the risk of unvetted candidates showing up unexpectedly, keeping the process organized and professional.

Understanding Car Sales Earnings

Another video provided to candidates focuses on the **pay plan**, leveraging Tom Stokes' insights into **understanding car sales earnings**. This video, based on the content available at [ProAutoJobs: Understanding Car Sales Earnings in Texas](#), explains:

1.How Pay Plans Work in Car Sales

- Detailed breakdown of salary, commissions, bonuses, and performance incentives.

2.Earning Potential

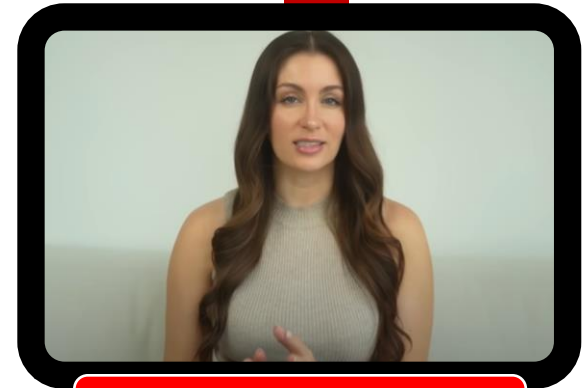
- Realistic expectations for income based on sales volume, experience, and dealership structure.

3.Texas-Specific Insights

- Unique earning opportunities within the Texas market, such as vehicle demand, dealership culture, and regional trends.

4.Career Growth Opportunities

- How earnings can increase over time with skill development, repeat customers, and promotions.



About The Payplan

This video is designed to give candidates a clear understanding of their financial potential in car sales, ensuring they are motivated and well-informed about the opportunity. It sets realistic expectations while highlighting the rewarding aspects of a career in automotive sales.

Playbook for Success Bootcamp On-demand video modules and LIVE one-on-ones

Another video provided to candidates focuses on **training**, introducing the **Playbook for Success Bootcamp: Car Sales for Beginners**. This video highlights:

1.What to Expect

- An overview of the foundational training designed to help candidates succeed in their first car sales role.

2.Key Skills Covered

- Steps to The sale ... Customer engagement, product knowledge, sales techniques, and time management.

3.Hands-On Approach (LIVE in store is extra fee)

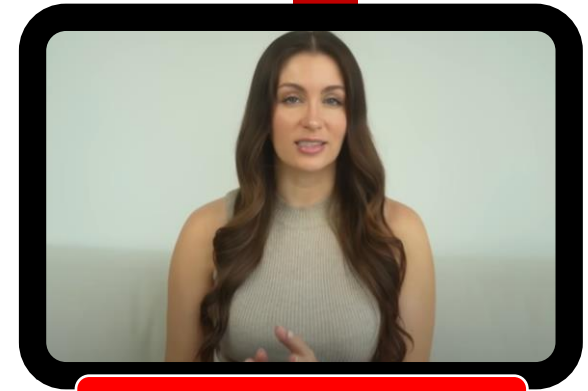
- Role-playing exercises and real-world scenarios to build confidence and practical experience.

4.Path to Success

- How this bootcamp prepares candidates to start strong and grow in the automotive sales industry.

This training video sets clear expectations and demonstrates the commitment to providing candidates with the tools they need to excel.

Visit www.PlaybookforSuccess.com for more details



Training Bootcamp



If your dealership has purchased the **Playbook for Success** Training Modules, the candidate will receive an email with access to these resources after completing their in-person interview. This ensures that new hires are equipped with top-tier training materials to prepare them for success in their role.

ProAutoJobs Backend Dashboard

As a ProAutoJobs agent, you'll have access to a comprehensive backend dashboard designed to streamline the hiring process and provide a seamless experience for both you and the dealerships. Here's what you can expect:

For ProAutoJobs Agents

1. Complete Candidate Management

- All candidate applications, resumes, and video interviews are **organized in one place** for easy review.
- You can sort candidates by their status (e.g., new application, interview completed, approved for dealership).

2. Effortless Video Production

- The dashboard includes tools to help candidates easily record their video interviews.
- Clear prompts and timers ensure candidates create professional and consistent responses.

3. Efficient Workflow

- Notifications keep you updated when candidates complete interviews or require follow-up.
- Built-in communication tools allow you to contact candidates directly if needed.

4. Collaboration Tools

- Share notes or comments with other agents or managers about specific candidates.
- Ensure smooth handoffs when candidates progress through the hiring process.

DEALER LOGIN

Ongoing Support

We remain available for post-onboarding support, ensuring your new hires continue to meet performance expectations and adapt to the demands of their role.

Our goal is to deliver candidates who are not only ready to hit the ground running but also positioned to make a positive impact on your dealership's bottom line from day one.

For Dealerships

Dealer Access

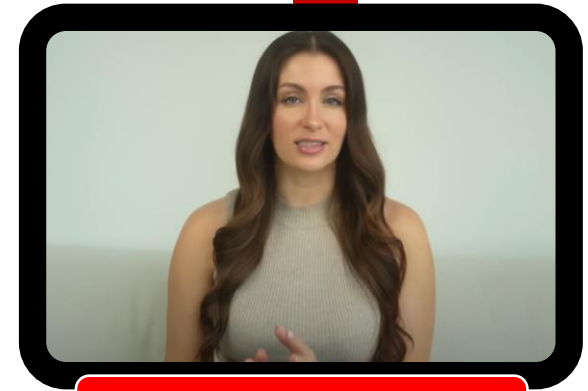
- Dealerships can log in to their own dashboard to view pre-screened candidates, resumes, and video interviews.
- They receive a clean, organized presentation of candidates ready for their consideration.

Simplified Review Process

- Dealers can quickly watch video interviews, read notes, and approve or reject candidates.
- Filters allow dealerships to focus on candidates who best match their criteria.

Onboarding Support

- Once a candidate is approved, onboarding instructions, training materials, and dealership-specific videos can be shared directly through the platform.



About Your Dashboard



Investment Package for ProAutoJobs.com

This package outlines the essential details you need to evaluate the investment opportunity in ProAutoJobs.com, including its market potential, business model, competitive advantages, projected growth, and return on investment (ROI). Each section highlights the platform's unique value in addressing challenges in the automotive hiring industry.

Brief History of ProAutoJobs.com

ProAutoJobs.com was initially launched in 2007 by Tom Stokes and Mike Snell to revolutionize automotive hiring by focusing on candidates with minimal experience. By training these individuals into skilled automotive professionals, the platform created a dependable talent pipeline for dealerships.

After Mike Snell's passing, Tom Stokes relaunched ProAutoJobs.com in 2015, integrating it with PlaybookforSuccess.com to expand training offerings. Solely owned by Tom Stokes, the platform continues its mission to provide dealerships with efficient, industry-specific hiring and training solutions.

Investment Overview

- Executive Summary
- Platform Overview: ProAutoJobs.com is an innovative hiring platform designed for the automotive industry. Its video-first approach allows dealerships to assess candidates' personalities and communication skills early in the hiring process, enhancing efficiency and retention.
- Investment Opportunity: Funding will scale operations, improve features like AI-driven candidate screening, and expand market reach. Growth priorities include onboarding automation and advanced training tools.
- Vision: ProAutoJobs.com aspires to set the industry standard for hiring, training, and retaining talent by addressing specific challenges faced by dealerships.



ProAutoJobs.com has been connecting dealerships with top-tier talent for over 10 years.

The platform processes over **1,000 resumes** per month in the Texas region alone.

Dear Future Investor,

Thank you for considering an investment in **ProAutoJobs.com**. Together, we have the opportunity to revolutionize the way dealerships hire, train, and retain top-tier talent. With over 29 years of experience in the automotive industry, I've seen firsthand the challenges dealerships face in finding the right people. ProAutoJobs is the solution—a platform built to streamline hiring and deliver quality candidates ready to perform.

Your investment isn't just financial—it's a partnership in reshaping an entire industry. By joining us now, you're stepping in at the ground floor of a proven concept with massive growth potential. As we scale, your commitment will drive innovation, expand our reach, and generate significant returns for all involved. I invite you to be part of this exciting journey. Let's build something exceptional together.

Warm regards,
Tom Stokes
Founder & CEO
Dealer Group of America LLC
ProAutoJobs.com

ProAutoJobs specializes in the automotive industry, offering video screening, geo-targeted hiring, and tailored training—streamlining recruitment while ensuring top-tier, ready-to-perform candidates.

Let us know if you're ready to help shape the future of recruitment and training. We'll gladly send over the NDA, so you can review the exciting investment opportunities available with ProAutoJobs.com. We look forward to having you on this transformative journey!

Market Opportunity

Industry Overview:

- The U.S. automotive sector, comprising 16,000+ dealerships, represents a multi-billion-dollar industry with high employee turnover rates.
- Traditional platforms (e.g., Indeed, ZipRecruiter) lack industry-specific features, creating an unmet demand for ProAutoJobs.com.

Market Size:

- Dealerships hire 10-20 new employees annually, amounting to a \$300M+ market opportunity.

High Demand:

- ProAutoJobs.com's video-first platform identifies top candidates, improves hiring outcomes, and facilitates skill development through training modules.

Competitive Landscape

Current Solutions:

- Platforms like Indeed and ZipRecruiter provide basic resumes but lack tools tailored to automotive sales hiring.
- Hierology offers solutions for automotive hiring but does not include ProAutoJobs.com's innovative video-based, asynchronous candidate screening.

ProAutoJobs.com Advantage:

- **Geo Targeted** hiring.
- **AI-powered screening** for personality and retention indicators.
- **Asynchronous (On-demand)** video interviews for comprehensive candidate evaluation. Industry-specific training and onboarding resources.

Unique Selling Proposition (USP):

- Combines timeless hiring philosophies (e.g., focusing on work ethic and adaptability) with modern technology like video platforms and AI, offering a streamlined, effective hiring solution.

Dealerships that implement robust training programs, like those offered by Playbook for Success, report a **27.5% higher retention** rate among new hires.

Over 85% of dealerships struggle to find qualified candidates through traditional job platforms, highlighting the need for industry-specific hiring solutions like ProAutoJobs.com.

Video-based hiring increases candidate engagement and helps dealerships make **50% faster** hiring decisions compared to traditional resume-based methods.

Business Model

Revenue Streams:

- Monthly dealer subscriptions: \$495/month for platform access, video screening tools, and AI assessments.
- Candidate screening fees: \$25 per video submission.
- Upsells: Training modules from PlaybookforSuccess.com.

Scalability:

- Suitable for dealerships of all sizes, with plans to expand nationwide and internationally.

Growth Projections

- Year 1: Launch and early adoption; expected revenue: \$1.5M.
- Year 2: U.S. market expansion and strategic partnerships; expected revenue: \$5M.
- Year 3: Full platform automation and CRM integration; expected revenue: \$10M.
- Year 5: Capture 15-20% market share with 5,000+ dealerships; expected revenue: \$50M annually.

Financial Highlights

- Initial Investment Required: \$400,000 to \$750,000.
- Use of Funds:
 1. Platform Development: Enhancing video capabilities, AI tools, and analytics.
 2. Marketing & Sales: Building brand presence and dealership partnerships.
 3. Operations: Hiring staff, scaling infrastructure, and customer support.

Projected ROI:

- Positive cash flow within 12 months.
- 20x ROI within 5 years.

A **\$10,000** investment in ProAutoJobs.com could yield a return of \$4,000 to \$7,500 in profit within the first year, resulting in a total return of **\$14,000 to \$17,500.**

A **\$25,000** investment in ProAutoJobs.com could generate a return of \$9,900 to \$18,750 in profit within the first year, resulting in a total return of **\$34,900 to \$43,750.**

A **\$50,000** investment in ProAutoJobs.com could generate a return of \$20,010 to \$37,500 in profit within the first year, resulting in a total return of **\$70,010 to \$87,500.**

Exclusive Opportunity for First Investors

We're thrilled to offer our first investors an exclusive opportunity: **shares of stock upfront, matching the value of their investment.**

For example:

- An investment of **\$25,000** will receive **250 shares**, based on our current company valuation of **\$500,000**.
- This secures you a **5% ownership stake** in the company, aligning your investment directly with our growth and success.

Plus: Upon reaching **\$500,000 in gross revenue**, we'll issue a **10% stock dividend**, distributing an additional **100 shares** to shareholders proportionally.

Join us at the ground level and be part of shaping the future of **ProAutoJobs.com** while benefiting from long-term growth and rewards!

A **\$100,000** investment in ProAutoJobs.com could generate a return of \$39,990 to \$75,000 in profit within the first year, resulting in a total value of **\$139,990 to \$175,000**.

ProAutoJobs.com will start with **1,000** shares and issue a **10%** stock dividend upon reaching **\$500,000** in gross revenue

Looking to invest in the ***fastest growing*** recruiting and training company in the automotive industry?
Download our investment agreement today!

[Click Here](#)

8. Risks and Mitigations

- Adoption Barriers: Mitigated through dealership training and early-adopter incentives.
- Competitive Pressure: Mitigated by focusing on ProAutoJobs.com's unique features, including video-first screening and industry insights.
- Candidate Retention: Supported by in-app retention tools and analytics.

9. Competitive Analysis

Indeed:

- Monthly costs average \$750-\$2,250 per dealership.
- Lacks video screening and training integration.

Hierology:

- Subscription fees range from \$450-\$900/month, excluding add-ons.
- Does not offer asynchronous video-based candidate screening.

LinkedIn:

- Targeted ad campaigns cost \$750-\$3,500/month.
- Does not cater specifically to the automotive industry.

ProAutoJobs.com stands out with its video-first approach and integrated training, offering dealerships an all-in-one hiring and development solution.

10. Call to Action

Be part of the transformation in automotive hiring! Contact us today to learn more about investing in ProAutoJobs.com and shaping the future of dealership recruitment and training.

ProAutoJobs specializes in the automotive industry, offering video screening, geo-targeted hiring, and tailored training—streamlining recruitment while ensuring top-tier, ready-to-perform candidates.

ProAutoJobs.com will start with **1,000** shares and issue a **10%** stock dividend upon reaching **\$500,000** in gross revenue

ProAutoJobs.com: Path to \$50 Million in Five Years

Objective: Scale ProAutoJobs.com to generate \$50 million in annual revenue within five years by growing dealer subscriptions, candidate screening fees, and additional revenue streams.

Year 1 Financial Projections

Revenue Breakdown:

Dealer Subscriptions:

- 50 dealers x \$495 = \$24,750 per month
- Annual revenue = \$297,000

Candidate Screening Fees:

- 50 dealers x 4 hires per dealer x \$250 = \$50,000 per month
- Annual revenue = \$600,000

Total Revenue:

- \$297,000 (subscriptions) + \$600,000 (screening fees) = \$897,000

Costs:

Fixed Costs:

\$10,482 per month = \$125,784 annually

Variable Costs:

- \$7,500 per month = \$90,000 annually

Net Profit Calculation:

- Revenue = \$897,000
- Costs = \$215,784 (fixed + variable)
- **Net Profit = \$897,000 - \$215,784 = \$681,216 per year**

While ProAutoJobs is currently tailored for the automotive industry, its innovative approach to recruitment and training can be adapted to other sectors with high turnover, specialized hiring needs, or a focus on skill development.

Scaling Strategy to \$50 Million in Five Years

Year-by-Year Projections:

Year 2: Triple the Dealer Base

- Dealers: 150
- Dealer Subscriptions: $150 \times \$495 = \$74,250$ per month
- Candidate Screening Fees: $150 \times 4 \text{ hires} \times \$250 = \$150,000$ per month

Total Revenue:

$(\$74,250 + \$150,000) \times 12 = \$2,694,000$ annually

Net Profit (50% margin):

- \$1,347,000 annually

Year 3: Expand to 500 Dealers

- Dealers: 500
- Dealer Subscriptions: $500 \times \$495 = \$247,500$ per month
- Candidate Screening Fees: $500 \times 4 \text{ hires} \times \$250 = \$500,000$ per month

Total Revenue:

$(\$247,500 + \$500,000) \times 12 = \$8,970,000$ annually

Net Profit (50% margin):

- \$4,485,000 annually

Year 4: Add New Revenue Streams

- Dealers: 1,000
- Dealer Subscriptions: $1,000 \times \$495 = \$495,000$ per month
- Candidate Screening Fees: $1,000 \times 4 \text{ hires} \times \$250 = \$1,000,000$ per month
- New Revenue Streams (e.g., training modules, premium services): \$100,000 per month

Total Revenue:

$(\$495,000 + \$1,000,000 + \$100,000) \times 12 = \$19,140,000$ annually

Net Profit (50% margin):

- \$9,570,000 annually

By Year Two and Three, ProAutoJobs will expand beyond the automotive industry to explore new markets, including: Retail sales, Real Estate, Health, Fitness and Wellness, Education, Construction and Skilled Trades

These expansions will leverage our proven recruitment and training systems to revolutionize hiring in industries facing high turnover and skill shortages. **ProAutoJobs** is positioned to deliver innovative, industry-tailored solutions wherever talent is needed. 🚀

Year 5: National Dominance

- Dealers: 2,000
- Dealer Subscriptions: $2,000 \times \$495 = \$990,000$ per month
- Candidate Screening Fees: $2,000 \times 4 \text{ hires} \times \$250 = \$2,000,000$ per month
- Additional Revenue Streams: \$500,000 per month

Total Revenue:

$(\$990,000 + \$2,000,000 + \$500,000) \times 12 = \$41,880,000$
annually

Net Profit (50% margin):

- \$20,940,000 annually

Key Assumptions

- Dealer base grows through strategic partnerships, marketing, and referrals.
- Screening fees remain consistent at \$250 per hire.
- New revenue streams, such as video training modules and consulting services, grow significantly by Year 4.
- Fixed costs grow at a controlled rate (15% annually), while variable costs scale proportionally with dealer volume.

Five-Year Summary

- Year 1 Revenue: \$897,000
- Year 2 Revenue: \$2,694,000
- Year 3 Revenue: \$8,970,000
- Year 4 Revenue: \$19,140,000
- Year 5 Revenue: \$41,880,000

Total Five-Year Revenue: \$73,581,000

Net Profit by Year 5: \$20,940,000 annually

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Thanks

Dealer Group of America LLC

ProAutoJobs.com is on track to become the leading automotive hiring and training solution, achieving \$50M+ annual revenue within five years while maintaining a strong profit margin.

Strategy to \$50 Million in Five Years

Year-by-Year Projections:

Year 2: Triple the Dealer Base

- Dealers: 150
- Dealer Subscriptions: $150 \times \$495 = \$74,250$ per month

Candidate Screening Fees: $150 \times 4 \text{ hires} \times \$250 = \$150,000$ per month

Total Revenue:

$(\$74,250 + \$150,000) \times 12 = \$2,694,000$ annually

Net Profit (50% margin):

ProAutoJobs.com: Detailed Growth Plan

"From Launch to \$50 Million Revenue in 5 Years"

Short-Term Goals (0–12 Months)

1. Launch and Adoption (Q1 2025)

- Launch at **NADA Conference** in January 2025.
- Secure **50 dealership clients** in the first year.

2. Revenue Milestone

- Achieve **\$500,000 in annual revenue** through subscriptions and screening fees.

3. Build Market Awareness

- Marketing: Social media, conferences, and geo-targeted ads.

4. Optimize Platform Features

- Enhance video interviews and AI tools.
- Expand **Playbook for Success** training modules.

5. Customer Support

- Develop onboarding for dealerships.
- Offer dedicated customer support teams.

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Medium-Term Goals (Years 2–3)

1. Expand Dealer Network

- Triple to **150 dealerships** by Year 2.
- Reach **500 dealerships** by Year 3.

2. Broaden Revenue Streams

- Premium features: Analytics, advanced training modules, and add-ons.

3. Geographic Expansion

- Focus on underserved markets across the U.S.
- Partner with regional dealer groups.

4. Technology Enhancements

- CRM integration for dealerships.
- Automate hiring tasks with advanced AI.

5. Internal Growth

- Scale sales, service, and technical teams.

Long-Term Goals (Years 4–5)

1. \$50 Million Revenue Target

- Expand to **2,000 dealerships** as active clients.
- Add revenue from video training modules and consulting services.

2. Diversify into New Industries

- Sectors: Retail, construction, real estate, health, and fitness.

3. International Expansion

- Explore Canada, Europe, and Australia markets.

4. Technology Leadership

- Fully automate hiring with AI.
- Provide workforce management insights.

5. Exit Strategy

- IPO or Acquisition:** Position for a major exit by Year 5

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Thanks

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