

From: Jeffrey Sleete

Sent: Wednesday, June 7, 2023

Subject: Door Openers 6/7/23: Car Dealers 3x/ Pickleball/ Lawn and Garden 2x/ Pet Supply Stores/ Motorcycle Dealers/ Supermarkets/ Mattress Stores/Back to School (targeting)/ ATV Dealers 2x/Furniture Stores/Appliance Stores

Wednesdays: Door Openers

A series of specific leads and talking points that can...
give a seller something to converse about other than your station(s)
turn a cold call into a warm call
make prospecting easier
land an appointment

Car Dealers

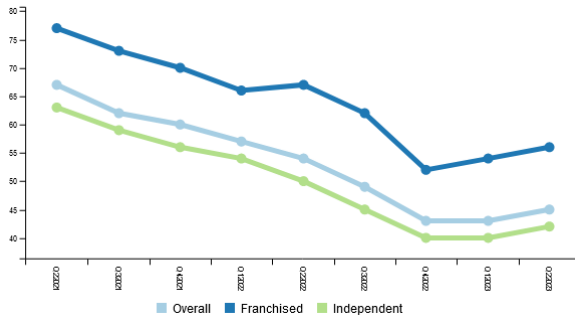
Door Opener: Now is the time to increase your presence with... and your ideas sharing at... your car dealer clients, as they are feeling pressure to drop prices, OEMs are starting to give more incentives and dealer lots are filling up. Dealerships polled in April and May saw a favorable market and expected it to continue this quarter.

From Cox Automotive:

Q2 2023 market viewed as stronger

Franchised and independent auto dealers between April 24 and May 7, 2023, answered the Cox Automotive Dealer Sentiment Index question "How would you describe the current market for vehicles in the areas where you operate?" Scores above 50 signify strength, while scores below 50 signify weakness.

Hover over or touch chart for a detailed view.



Franchised, independent dealers split on health of Q3 market

Franchised and independent auto dealers' Q2 answers to the Cox Automotive Dealer Sentiment Index question "What do you expect the market for vehicles in your area to look like 3 months from now?" Scores above 50 signify strength, while scores below 50 signify weakness.

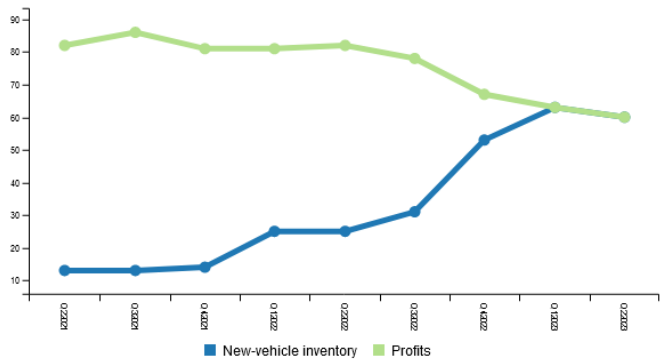
Hover over or touch chart for a detailed view.



Profits, inventory decline but still strong

Franchised auto dealers answer the Cox Automotive Dealer Sentiment Index questions "How would you describe your profits over the past 3 months?" and "How would you describe the current new-vehicle inventory levels?" Scores above 50 signify growing inventory and stronger profits, while scores below 50 signify declining inventory and weaker profits.

Hover over or touch chart for a detailed view.



Interest rates top franchised dealership concern

Interest rates were again the No. 1 issue seen as hindering franchised auto dealers polled in April and May for Cox Automotive's Q2 Dealer Sentiment Index. Political climate crept into the Top 5 list of hindrances this quarter, just ahead of consumer confidence and a lack of automaker incentives, which tied for No. 6 at 24%.

	Q2 2023	Q1 2023	Q2 2022
Interest rates	61%	60%	16%
Economy	49%	50%	38%
Limited inventory	42%	42%	67%
Market conditions	33%	38%	32%
Political climate	26%	24%	25%

Source: Cox Automotive

BMW

Door Opener: Sell BMW dealers on advertising the fall arrival of the all-new 2024 BMW 5 Series sedan, featuring the first all-electric BMW i5.



The next-generation 5 Series sedan brings upgrades like Highway Assistant that allows attentive hands-free driving at up to 85 mph and Active Lane Change with eye activation. These features are combined with a sporty exterior and an elegant and tech-forward interior, and most importantly, an all-electric variant called the i5 - available in the M60 xDrive and eDrive40 models and boasting 590 hp with an estimated 256-mile range and 335 hp with an estimated 295-mile range, respectively.

The 2024 BMW 530i will have a starting MSRP of \$57,900, and the top-end all-electric i5 M60 xDrive will have a starting MSRP of \$84,100 when they arrive at dealers later this year.

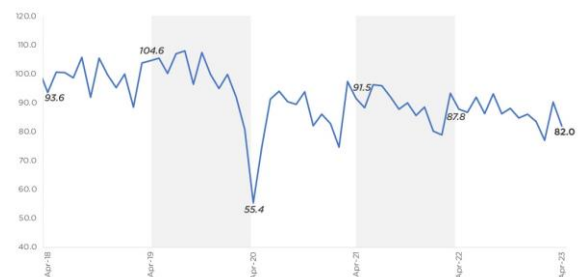
Auto Service

Both AAA and TransUnion predicted notable travel activity happening on the roads this past Memorial Day weekend and beyond.

However, a recent analysis by Cox Automotive of Xtime metrics showed the car owners might not have done a lot of vehicle maintenance before beginning their journeys.

Cox Automotive indicated that service activity and revenue at franchised dealerships in the U.S. decreased in April compared to the previous month. However, the Repair Order Revenue Index increased compared to last year and reached a record high in March, while the Repair Order Volume Index has decreased compared to April 2022.

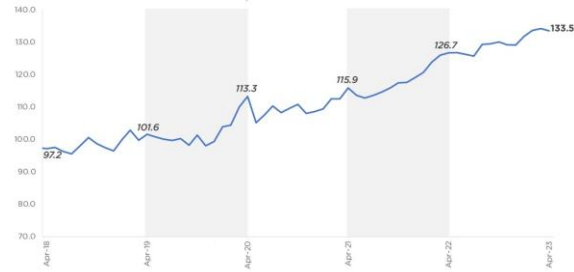
Analysts found the April Repair Order Volume Index decreased to 82.0, down 9.1% month-over-month from March's upwardly revised number and 6.6% lower compared to April of last year.



Source: Cox Automotive

At 133.5, April's Repair Order Revenue Index was 0.5% lower than March's

upwardly revised reading but rose 5.3% year-over-year.



Source: Cox Automotive

Cox Automotive added the average revenue generated per repair order decreased by \$3 off the record high reached in March.

Door Opener: Get Dealers and Auto Service Shops to up their ad game as they may be seeing more service activity this summer after consumers head to the beach, mountains or the homes of family and friends. Pitch them to promote - Service!

According to new consumer research from TransUnion, Americans are planning to hit the road for their late spring and summer vacations this year, with 43% of households choosing road trips as their top travel plan.

Overall, 46% of respondents told TransUnion they planned to travel more this spring and summer than they did last year, with 47% planning to travel the same amount and only 8% saying they planned to travel less. Notably, there was not much variance across income levels; however, children were a major influence for travel preferences.

"After several years of feeling pent up, Americans are hungry for travel and making it a priority despite a challenging economic environment," said Cecilia Seiden, vice president of TransUnion's travel and hospitality business. "While that

sentiment seems to be near universal, the particulars of when, why, where and how vary greatly."

Pickleball



Door Opener: There's a new tenant moving into vacant retail spaces in the nation's shopping centers for which you need to keep an eye out. It happens to be North America's fastest-growing sport - Pickleball that I shared info on couple of months ago. It's a cross between tennis, badminton, and table tennis. Every U.S. State and all Canadian Provinces have pickleball courts.

Pickleball has seen explosive growth in the U.S. as an example, with a growth rate over the last three years of 158.6%, according to a report by JLL. With a setting that often includes food offerings, pickleball is proving to be a fun – and potentially lucrative – "eatertainment option" .

Its large footprint (as high as 80,000 sq.ft.), positions pickleball to be an attractive option for backfilling empty mall anchor space. Currently across the U.S., you can find pickleball companies like Pickleball America/ All-Stars Pickleball Club/ ProShot Pickleball and others leasing space in former retail spaces like Saks Off 5th, Old Navy, Belk and Burlington.

Malls aren't the only ones getting into the pickleball game. Punch Bowl Social, is

planning a new concept called Camp Pickle. The locations, which will span over 50,000 sq. ft. and celebrate 1940's camp culture, will feature 10 to 14 indoor and outdoor courts, old-school games such as duckpin bowling, and food and drinks. The first location is scheduled to open early next year, at MidCity District, a mixed-use development in Huntsville, Ala. Thompson plans to have 10 company-owned locations open by 2026.

Another pickleball concept, Chicken N Pickle, currently has seven locations with another eight planned by 2024. The locations typically combine numerous indoor and outdoor pickleball courts and a variety of lawn games with multiple bars, bier gardens, dining areas on two floors and a rooftop dining experience.

Keep your eyes and ears open so you can be on the front end of any Grand Open spend.

Side Bar:

- More than 3 million players play pickleball in the United States and that number has been growing by more than 10 percent each year over the past decade.

- Pickleball in the U.S. is almost equally as popular among men and women, with 53% of players being male and 47% being female.

- Pickleball remains popular among older adults, but the growth in numbers is coming from younger adults - particularly those aged 18 to 34.

- 11% of Canadian households now report at least one household member plays pickleball at least once per month. This indicates that more than 1.37 million individual Canadians now play pickleball at least once per month, with more than half playing four or more times per month. In January of 2022, it was estimated that there were just over 1 million Canadians

playing pickleball. While there has been a modest increase in the participation of men over that twelve-month period, there has been an almost 50% increase in the number of Canadian women playing pickleball.

- Pickleball was invented in 1965 by three fathers from Bainbridge Island, Washington to entertain their kids

- Despite the name, pickleball has nothing to do with actual pickles. Some claim that the name "pickleball" came from one of the three founding fathers cocker spaniel, whose name was Pickles. However, that family dog, who made his debut two years after they invented the sport, got his name from the game.

- The first permanent court for pickleball was built in 1967.

- Like tennis, pickleball can be played as both a singles and doubles sport and has rules that allow teams with standing players and wheelchairs to play each other.

Lawn and Garden

Door Opener: Grasshopper Mower dealers have some special financing that they can advertise.



The Offer:

2.99% for 24 Months (4.92% APR*)
Expires July 31st, 2023

Grasshopper Mower dealers:

[https://www.grasshopperdealers.com/lp/grasshopper-mowers/?utm_campaign=Grasshopper+Search+High+Intent+-B+\(6r1-i4f\)+%7BGoogle+Search%7D+~676994~+%5E676995%5E+Max+Conv&utm_source=GOOGLE&utm_medium=cpc&gclid=CjwKCAjw1YCKBhAOEiwA5aN4AYBsLrVQF4WQhr4QS1xsdsHnVg_FgWi_GTHJ-IcKJSHr9NUGEtUwWBoCfxoQAvD_BwE&gclidsrc=aw.ds](https://www.grasshopperdealers.com/lp/grasshopper-mowers/?utm_campaign=Grasshopper+Search+High+Intent+-B+(6r1-i4f)+%7BGoogle+Search%7D+~676994~+%5E676995%5E+Max+Conv&utm_source=GOOGLE&utm_medium=cpc&gclid=CjwKCAjw1YCKBhAOEiwA5aN4AYBsLrVQF4WQhr4QS1xsdsHnVg_FgWi_GTHJ-IcKJSHr9NUGEtUwWBoCfxoQAvD_BwE&gclidsrc=aw.ds)

AND

Door Opener: John Deere dealers have special financing offers on Lawn Mowers; UTVs and Tractors that can be advertised.



**Financing Offers
For
Lawn Mowers UTV and Tractors**



The Offers:

Lawn Mower

No Interest if Paid in Full within 9 Months
4.9% APR fixed rate for 60 months
1.9% APR fixed rate for 48 months
0% APR fixed rate for 36 months
0% APR fixed rate for 24 months
Save \$250

Gator Utility Vehicles

No Interest if Paid in Full within 12 months
0% APR fixed rate for 36 months

Tractors

Save \$1,500 with cash purchase
Save \$250 with cash purchase
Save \$250 with cash purchase
Save \$2,000 with cash purchase
Save \$2,500 with cash purchase
0% APR fixed rate for 36 months
John Deere Rewards Members save \$800
John Deere Rewards Members save \$500

Offers ends - 31 July 2023

John Deer Dealers:

https://dealerlocator.deere.com/servlet/country=US?locale=en_US

Pet Supply Stores



a Ragdoll breed kitten

Are cats the new dog?

Based on pet population and marketing trends, the scale is at least tipping in that direction.

My daughter, my son in-law and their brood are picking up 3x Ragdoll cat brothers from a breeder (that act like dogs and are often called "Puppy Cats") next week. They used to have 2 dogs and a cat, now passed.

MRI-Simmons consumer survey data show that the percentage of U.S. households with cats rose from 23 percent (30.2 million) as of fall 2021 to 24 percent (or 31 million) as of fall 2022. Between 2013 and 2022, households with cats but not dogs edged up from 21 percent to 24 percent of overall dog/cat households, and those with dogs as well as cats rose from 20 percent to 22 percent. On the other hand, dog households have been slipping, from 49 percent of all U.S. households as of fall 2021 to 38 percent as of fall 2022. From 2016 to 2022, the number of dog-owning households fell by nearly 1.7 million (3 percent) from 51.9 million to 50.2 million, and down from a high of 54 million in 2017. The population of cat-owning households, in contrast, has remained at an elevated level of 30 to 31 million since 2019.

Historically speaking, pet product manufacturers, retailers and marketers have been overtly dog-centric, and not without business justification. For many years, dog ownership had been increasing while cat ownership remained flat. Due in part to their typically larger size and need for hands-on services such as grooming and training, dogs also tend to be more lucrative. As a result, the pet industry as a whole has tended to give cats short end of the stick, a position not lost on cat owners. A Packaged Facts pet owner survey conducted from 2020 to 2022, found that 2/5ths to 1/2 of cat owners felt cats were "sometimes treated as second-class citizens" by stores that sell pet products,

companies that make pet food and treats, and pet specialty retailers.

Many pet food manufacturers are seeing the stats and are upping their cat game. And there are plenty of reasons to get with the feline program. During 2022, cats represented \$39 billion in U.S. pet industry sales, or 29 percent of the total (with dogs at 68 percent and other animals at 3 percent). This breaks out into approximately \$17 billion worth of food and treats, \$11 billion in veterinary services, \$9 billion in non-food pet supplies (with cat litter alone at \$5 billion), and \$2 billion in non-medical pet services. On average, cat-owning households spent \$560 on pet food, \$340 on veterinary services, \$299 on non-food pet supplies and \$70 on non-medical pet services, for a total of \$1,269. That's \$668 per cat based on an estimated total cat population of 58.8 million.

Door Opener: Make these cat stats part of your next conversation with your Pet Supply clients and suggest it is timely to promote all things cat related as a niche specialty.

Motorcycle Dealers

Door Opener: Kymco dealers have a Summer Rebate that you can investigate for ad spend.



The Offer:
\$425 Off People S 150i 2021, 2022 Model Year.

Valid through August 31, 2023

Kymco dealers:

<https://kymcousa.com/dealer-locator/>

Supermarkets

Despite inflation, impulse purchases remain a key opportunity for maximizing basket sizes. A study by Ipsos, found that while 56% of consumers say they're making fewer impulse buys, one-third still made one in the past week. Whether grocers are offering a great deal or a pleasant treat, tapping into impulse purchases remains a valuable strategy – grocers just need to rethink how they encourage these purchases.

Overall, 61% of shoppers usually plan purchases ahead of time but sometimes buy things on impulse, according to data from Acosta. Price-minded shoppers are more likely to stick to their lists, but the data shows that opportunities are still available.

Acosta Group research shows significantly more shoppers are sticking to lists and using up the food in their pantries before buying more so it's harder than ever to drive traditional levels of in-store impulse purchases.

There are several moves in-store that grocers can make to try to help increase impulse buys. Like...

- Properly utilizing the store layout can play a role in generating this urgency. Analysts say that maintaining a clear walking path encourages shoppers to look at all items, creating more opportunities to drive impulse buys. Additionally, eye-catching signage can draw shoppers' eyes towards

items that are more likely to inspire a purchase.

- There are also opportunities to further encourage impulse buys at their most common location: checkout. Such as offering free samples near checkout can ease the boredom of long waits, and throwing in an associated deal can drive more purchases. Grocers shouldn't forget to include impulse options at their self-checkout kiosks either.

- Grocers should also still target items in the snack category for impulse buying. These items are inexpensive and naturally fit in at checkout. Some 84.51° Insights statistics about what encourages shoppers to check out a new snack:

- 59% say it is because the item was on sale
- 58% say that the flavor/texture looks appealing
- 51% because they have a coupon.

Knowing this, Grocers can boost impulse shopping behavior with trial of new snack items via promotion and ensure there is a visual of the actual item shown.

Door Opener: Grocers can also help create a sense of urgency and entice customers to make impulse purchases by providing and promoting limited-time discounts, buy-one-get-one-free offers, or bundled deals. Explore ways you can help your supermarket clients to increase impulse buys in their stores.

Mattress Stores

Door Opener: Sealy, Stearns & Foster and Tempur-Pedic (Tempur-Sealy International, TSI) mattress retailers have several summer promotions that you can look into for ad promo.



The Offers:

Running through 7/11/2023 - A "4th of July Event" featuring up to \$500 in savings on select Sealy, Stearns & Foster or Tempur-Pedic mattresses.

Starting 7/25/2023 through 8/8/2023 - A "Summer Savings Event" featuring up to \$500 in savings on select Sealy, Stearns & Foster or Tempur-Pedic mattresses.

Starting 8/22/2023 through 9/19/2023 - A Labor Day event using various themes and featuring up to \$800 in savings on select Sealy, Stearns & Foster or Tempur-Pedic mattresses.

Sealy, Stearns & Foster and Tempur dealers: <https://www.sealy.com/find-a-retailer/>

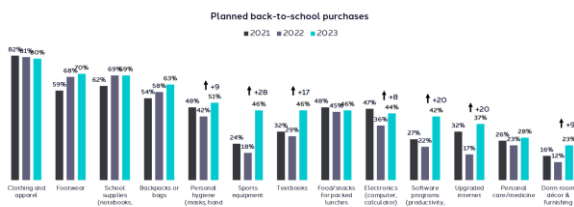
Back to School

The current school year is wrapping up, and I shared in a suggested BTS presentation I shared in a Grab 'N Go post a few weeks ago, many parents are already thinking about back-to-school shopping.

Door Opener: For targeting purposes **what's on BTS shopping lists?**

Clothing & apparel, footwear, and school supplies remain on top of the list.

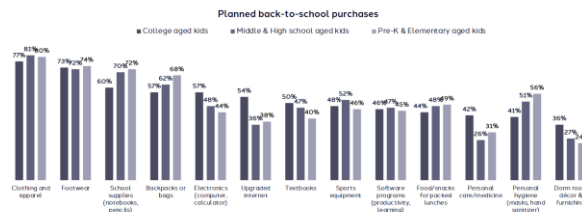
This year, a number of categories are experiencing a surge of interest, including sports equipment, textbooks, software programs, and upgraded internet access.



Genus Consumer Navigator - Back to School Shopping 2023

Back-to-school shopping lists vary based on kid's grade.

Parents of college students are more likely to anticipate electronics, upgraded internet, textbooks, personal care, and dorm décor will be in their shopping bags. As kids become younger, school supplies, backpacks, food/snacks, and personal hygiene products become more important.



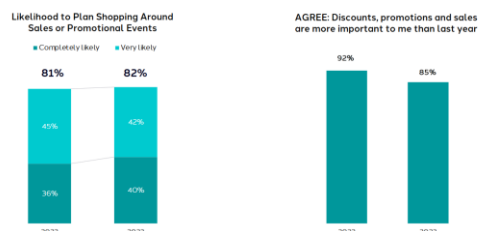
*This data reflects parents who have children of the following age in their household. It is key to keep in mind that parents may have multiple children.

Genus Consumer Navigator - Back to School Shopping 2023

Why your clients need to promote:

Parents will plan their back-to-school shopping around value this year.

Parents tell us they are likely to wait to plan shopping around sales or promo events and that discounts are more important to them this year.



Genus Consumer Navigator - Back to School Shopping 2023

Pitch your clients to be proactive in reaching out to parents now in advance of this back-to-school season. The data shows that many parents' shopping habits indicate that they start planning early, while others will be closing out the summer with shopping. By targeting parents with relevant advertisements and promotions ahead of time, they can position themselves as go-to options, building awareness and loyalty.

Suggest they highlight top-of-the-list items: Brands should prioritize showcasing the essential items that top parents' shopping lists. Whether it's clothing, backpacks, school supplies, or sports equipment, highlighting these items through compelling marketing campaigns can capture parents' attention and drive their purchase decisions.

ATV Dealers

Door Opener: Can-Am dealers have a couple of offers that can be promoted.



The Offers:

Consumers who purchase an eligible model during the promotional period are eligible to a \$1,000 rebate.

Rates as low as 1.99% APR for 36 months.

End Date: 7/31/2023



Rebate up to \$1,750 on select Can-Am models

Eligible units are all new and unused 2022 and 2023 Can-Am Outlander, Commander, and Defender models, excluding all XMR packages and 2023 Outlander 500, 700, HD5 and HD7 models.

End Date: 7/31/2023

CAN-AM Dealers: <https://can-am.brp.com/off-road/us/en/find-a-dealer.html#/search>

AND

Door Opener: Intimidator dealers have a "Summer Sales Event" that you can sell into.



The Offer:

Get a \$500 instant rebate on ALL models or take advantage of our 0% financing specials for 48 or 60 months

Espires: 7/31/23

Intimidator dealers:

https://intimidatorutv.com/dealer-locator/?gclid=CjwKCAjw1YckBhAOEiwA5aN4AQCwZ7_LV0PP43z6jaDVt1i6MjF3R5RzGvYIAVnZop8Sgub9v-BWmRoC3LQQA vD_BwE

Furniture Stores

Door Opener: Acme dealers have some furniture bundles that can be promoted.



UP TO 15% OFF

FURNITURE BUNDLES

ACME LIVING ROOM SALE

- BUY ANY SOFA, LOVESEAT, AND CHAIR AND RECEIVE UP TO 10% OFF YOUR ACME LIVING ROOM FURNITURE SET.

ACME BEDROOM SALE

- BUY ANY BED, DRESSER, NIGHTSTAND AND CHEST OF DRAWERS AND RECEIVE UP TO 15% OFF YOUR ACME BEDROOM FURNITURE SET



The Offers:

Living Room Sale:

- Buy any sofa, Loveseat, and Chair and receive up to 10% off your Acme Living Room Furniture Set

Acme Bedroom Sale:

- Buy any Bed, Dresser, Nightstand and Chest of Drawers and receive up to 15% off your Acme Bedroom furniture Set

Expires 12/31/25

Acme Dealers:

<https://storelocator.acmecorp.com/>

Appliance Stores

Door Opener: Dacor dealers have a **5-10-20 promotion** that has been running with some legs to it that can be advertised.

5·10·20™ Promotion

JAN 1, 2023 - DEC 31, 2023

- Spend \$5,000+ & Get 5% Off
- Spend \$10,000+ & Get 10% Off
- Spend \$20,000+ & Get 20% Off



The Offers:

Dacor Luxury Appliances and eligible Samsung Laundry:

- Spend \$5,000+ and get 5% off;
 - Spend \$10,000+ and get 10% off;
 - Spend \$20,000+ and get 20% off;
- Promotion valid - December 31, 2023

Dacor dealers:

<https://www.dacor.com/ca/support/find-a-dacor-servicer>