

# DEALER SERVICES CORPORATION

Innovative Solutions. Outstanding Service. Great People.™



**D**ealer Services Corporation (“DSC”) was founded in February 2005 by current Chairman John Fuller; however, the company’s journey to becoming the nation’s largest independent inventory financing provider of used vehicles and other diversified automotive products sold by dealers actually began three years

earlier. Fuller had recognized a void in technology in the dealer services industry and set out to fill it while simultaneously re-defining the industry’s service levels.

Fuller and his team of dedicated professionals have done just that. DSC invested heavily in technology, hired the best industry talent, and set out to provide unmatched efficiencies and services to the industry. The rest has become history.

Focusing solely on financial services for the automotive sales industry, DSC now works with more than 10,000 dealers in over 90 markets throughout the U.S. to finance the purchase of vehicles from over 1,000 auctions, manufacturers, and wholesalers. DSC provides flexible and cost-effective inventory financing solutions to dealership operations in the areas of retail, wholesale, rental, salvage, and various related products and services. DSC’s original twelve employees have now grown to over 400, and the company records in excess of \$4 billion in financed inventory annually.

DSC’s success starts with its dealer customers’ success by delivering unparalleled customer service through innovative



*DSC Executive Team—Back row: Brian Geitner, CEO; David Horan, CFO. Middle row: John Wick, General Counsel; Shane O’Dell, COO; Marty McFarland, President. Front row: John Fuller, Chairman of the Board; Chris Brady, CIO*

technology and a unique employee culture. The company has strategically positioned itself in the marketplace to offer competitive products and services to its customers through efficient business tools, a competitive advantage, and a support team second to none.

product and service options to maximize dealership profit levels.

“We operate as a full-service company aligning many products and services for partners within the automotive industry,” stated Brian Geitner, the CEO of Dealer Services Corporation. “Independent dealer operators are our core customers, with used and pre-owned inventory as the basis for our portfolio. DSC differentiates itself on the ability to execute. We make positive things happen quickly. Our business partners know this about us, and our customers rely on it daily. Our unique blend of unparalleled customer service and technological solutions empowers our customers with a more efficient business model. By giving them more time to focus on core operations, they spend less time on their administration and managing processes.”

*Carmel: ’round about right*

## DSC SERVICE PLATFORMS

With more than a hundred certified Field Executives specializing in finance, dealership operations, sales, and funding procedures, DSC strategically assigns accounts to local representatives who are empowered to make real time decisions that keep clients’ businesses moving. DSC’s Customer Service Center currently supports more than 10,000 dealerships through the processing of funds, providing account analytics, and by aligning the best





Laureate of the Computerworld Honors Program for driving innovation in IT and improving DSC's core technology to underpin DSC's business operations.

"DSC has changed the industry," Geitner notes. "Our technology platform has empowered our employees and allowed our customers to be more efficient, more productive, and thus more profitable. We pledge to continue to bring meaningful products and services to our customers. Our horizon of opportunities is broad,

## OF PEOPLE AND PRINCIPLES

The DSC mission of providing quality products, financing, and services to the dealer body of North America is supported by a dedicated team of professionals brought together by a clear focus that has become the hallmark of the company's reputation. DSC's leadership team believes strongly in its people and encourages the improvement of individual skills and quality of work life. The company provides a basis for team-building by showing respect, recognizing accomplishments, and encouraging an entrepreneurial approach. The fundamental belief that every customer deserves "Best in Industry" service leads to attention to detail and relationship building at each and every interaction.

DSC's business processes are some of the most trusted in the industry. The company's fast, effective, and accurate outsourcing solutions allow customers to focus on their core revenue-producing activities. DSC has taken basic industry services and built scaled processes around them—processes that are trusted by customers to get their job done fast and under budget.

Intent on delivering the finest products and services in the industry with the highest level of integrity, DSC's core principles shape the company's vision—a vision built on **Pursuit, Purpose, and Passion**.

- ▶ Pursuit - Build a superior business totally understanding the needs of our customers.

- ▶ Purpose - Empower our customers by developing strategic products and services.
- ▶ Passion - Bring success to our customers.

## A VISION FOR THE FUTURE

"DSC's vision stretches a large canvas with the automotive dealer at its center. Our plans for financial and insurance services bound well past floorplan lending, and will build an even stronger foundation for dealers within our industry," says Geitner.

As DSC grows, its reach and influence will expand, and with that expansion the company will continue to encourage its employees to be involved in their communities through support of civic and charitable organizations. In Indiana, DSC has made an impact on organizations such as Chaucy's Place, Carmel High School, Outreach, Inc., Ronald McDonald House, the Miracle Ride to Benefit Riley Hospital for Children, and numerous others in the Indianapolis metro area.

The company's solid foundation and its commitment to technology have led to numerous accolades. In 2010, the company garnered much industry attention when DSC and Chris Brady, the company's CIO, received four Information Technology awards. Brady was also named as a 2010



and we recognize that every investment we make in expanding our company must have our customers' success at the heart of the decision. Considering our passion for technology, I look forward to what our short and long-term strategies will bring."

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