



29 October, 2020

To: North American Dealer Services Prospective Dealer Client  
From: Brent Dryden, General Manager, Nourse Automotive Group  
Re: Letter of Recommendation

To Whom it May Concern:

I strongly recommend North American Dealer Services as the right choice for an Auto Dealer/ Finance and Insurance Company partnership. I have known Terry Pfaff, Founder/CEO, N.A.D.S., since 1997. In 2014, Nourse Automotive Group, 15 rooftops, engaged in a partnership with N.A.D.S. involving one VSC product. The found income created was over \$200,000 that year, above and beyond current existing F & I dollars. Our found, incremental income growth has been excellent 2014 to present. We have increased the Nourse suite of N.A.D.S. products from 1 VSC product to 3 VSC products. From 2015 to 2019, have averaged \$300,000+ to \$400,000+ annualized gross profit; we will exceed \$500,000+ this year (2020). Our VSC penetration % has risen from 47% to 53%.

The above quantifiable Auto Dealer/N.A.D.S. profit increase performance; training expertise; and overall second-to-none Agency professionalism should help a Dealer/Owner see why North American Dealer Services is a tremendous Win-Win for any prospective Auto Dealer partner. Whether you utilize N.A.D.S. as a one product niche source, or as your main F & I Department agency for most/all products, you will be delighted to see your department needle move significantly. I wholeheartedly vouch for North American Dealer Services as the absolute right choice for your store.

Brent Dryden  
General Manager  
Nourse Automotive Group

