

MANHEIM PENNSYLVANIA **PRO SELLER PROGRAM**



Manheim Pennsylvania is proud to honor these top sellers who have met and exceeded an established seller standard:

Criteria for consideration:

1. Consistent attendance at Friday Sales for at least 7 out of the past 8 weeks.
2. High sales percentage and positive **SPI™** on an 8 week rolling average.
3. Weekly average consignment of greater than or equal to 6 vehicles.





Coming Soon - Incorporating Thursday sale numbers into program.

Dealer Sales Percentage is defined as the total vehicles sold divided by the total vehicles consigned.

SPI™ is the new accepted standard for measuring sales performance at Manheim Pennsylvania. It establishes a dealer sale ranking calculated as a comparison to the total dealer sales average. An individual seller's SPI™ is displayed as a positive or negative number indicating the difference between the auction's dealer sales average and that seller's 8 week rolling sales percentage.

Pro Seller's represents the overall elite sellers at Manheim Pennsylvania. Recognition as a Pro Seller is determined by four (4) levels of excellence currently based upon Dealer Sales Percentage for Friday Sales only. Entry into the Pro Sellers' Levels is achieved by having a rolling 8 week Dealer Sales Percentage that exceeds the Auction-wide Dealer Sales Percentage during the same rolling 8 week period.

The levels of recognition and benefits are as follows:

	 Silver (50.0%* to 59.9%)	 Gold (60.0% to 69.9%)	 Platinum (70.0% to 79.9%)	 Elite (80% +)
Lobby Sign Recognition	★	★	★	★
Pro Sellers Friday Sale Catalog		★	★	★
Pro Seller Premium Personal Parking Spot		★	★	★
Pro Seller Window Stickers			★	★
Pro Seller Logo Apparel			★	★
Dedicated Pro Seller Concierge <i>(Coming Soon)</i>			★	★
Pro Seller Lounge <i>(Coming Soon)</i>				★

* The floor of the Silver tier is the greatest of either 50.0% or the Auction-wide Dealer Sales Percentage.

** Program subject to change without notice. For more information on this program please contact John Crispino in Marketing.