

# CASE STUDY

*Hammco Automotive Sees 20%  
Internet Traffic Increase with  
Dominion Dealer Specialties*

**HAMMCO**  
AUTOMOTIVE

“What I enjoy most about Dominion Dealer Specialties is that the software is very easy to use. I am able to add descriptions, as well as add and delete vehicles in a few simple steps.”

**Mike Koski,**  
Sales Manager  
HAMMCO AUTOMOTIVE

## The Challenge

Having used Dominion Dealer Specialties at other dealerships, Mike Koski, Sales Manager at Hammco Automotive, knew that in order to do his job successfully he needed Dominion Dealer Specialties by his side. “When I first arrived, the dealership was doing everything manually and it was very time consuming. For me, it is important to have new inventory uploaded to the website in a timely fashion, and that was not happening,” says Koski.

## The Solution

“With Dominion Dealer Specialties, I know that I will have great quality photos and that my photos would be online in no time,” says Koski. “My field rep is phenomenal. He comes to the dealership a couple times each week, bending over backwards for us and truly doing anything we need. If there is a photo I don’t like, he will kindly retake it and make sure we are pleased with everything before he leaves.”

“What I enjoy most about Dominion Dealer Specialties is that the software is very easy to use. I am able to add descriptions, as well as add and delete vehicles in a few simple steps. The automatic feeds keep our vehicles active and updated online. I couldn’t ask for more,” says Koski.

## The Results

With the assistance of Dominion Dealer Specialties inventory management, Hammco Automotive has seen a 40% increase in sales since implementation. “I feel Dominion has given me an advantage over my competitors. I am able to compare values for different vehicles utilizing retail prices with bookout sheets, NADA value, and market value. Being able to compare prices across the board helps me to better price my vehicles and stay competitive within my market,” states Koski. Hammco Automotive has also seen a 20% increase in Internet traffic. “With the help of Dominion, I never have to worry about customers calling and coming in inquiring about a vehicle that has already been sold. As long as you take care of the system, update it regularly, and use it the right way, there is no reason why any dealer should not see improved results with Dominion Dealer Specialties.

**40%** increase  
in sales



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