



# AUTO FINANCE CENTER

*Explore how Auto Finance Center leveraged EBlock to increase car sales and profitability.*

Increased profit margins by

**5.03%**

Added

**\$482,732**

to their annual revenue

Decreased time spent on  
vehicle purchases by

**50%**

Keep reading to find out how AFC partnered with EBlock to see these results, and much more.



SERVICE



# ABOUT AUTO FINANCE CENTER

Auto Finance Center (AFC), a Used Car Dealership established in 2017 with three locations across North Carolina, is rapidly growing its business and looking to expand to serve the Buy Here, Pay Here market and add two additional dealerships in South Carolina and Texas over the next year. As a Buy Here, Pay Here player, AFC finances their own customers in-house without using an outside lender and is on a mission to help its customers by providing loan assistance.



# THE CHALLENGE

As AFC tries to navigate the changing, post-pandemic used-car industry, they require cross-functional cost-savings methods in order to keep pace with their competition and still serve their loyal customer base with reliable transportation and reasonable prices.

According to Michael Portilio, the Buy Here, Pay Here cars have almost doubled in value from pre-pandemic days. Portilio, the Used Car Manager at AFC, has been a buyer in the industry for 15 years after breaking away from the corporate world. He sat down recently with EBlock to discuss AFC's biggest challenges, as well as the steps they've taken to stay successful during unprecedented times.

“

*People need cars, and we provide an end to a means. We're able to help consumers get financed, and as a result, we're able to keep moving along even though this market is very unstable right now.*

”



*Michael Portilio, Used Car Manager at Auto Finance Center*

# THE SOLUTION

AFC turned to EBlock to implement a solution that would cut costs and free up time for top-level management in order to focus on their strategic business objectives. They required an avenue that would help them do what they do best: provide a rich experience for their existing customers using exceptional customer experience and find ways to speak to new customers to grow their business.

Partnering with EBlock allowed the dealership to worry less about acquiring new inventory and lean on EBlock's intuitive platform and reliable sales reps to pave the way for success.

“

*With EBlock, I have the opportunity to expand my search parameters, find cars that maybe I'm missing on other platforms and capitalize on good deals that I can pass on to the end users. It's been a game-changer for me.*

”



The AFC team pictured at their head office in Mathews, North Carolina.

# EXCEPTIONAL RESULTS

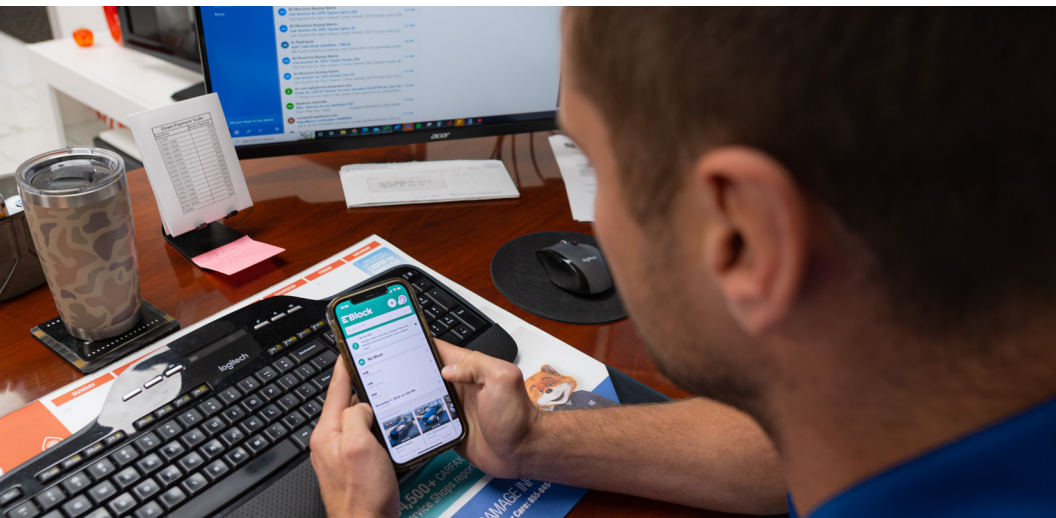
After using EBlock for primarily buying over the course of 6 months, AFC averaged about **250 units sold** per month on sales.

**250 UNITS  
SOLD PER MONTH**

**85 VEHICLES  
PURCHASED**

**14 VEHICLES  
SOLD**

“  
*I've hit home runs every single time buying and selling on EBlock.*  
”



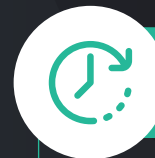
**INCREASED PROFIT MARGIN BY 5.03%**

With vehicles purchased from EBlock and retailed, Auto Finance Center added **over 5%** to their profit margins.



**ADDED \$482,732 TO ANNUAL REVENUE**

EBlock cars average recon cost is **\$959 per unit** vs \$1,337 on vehicles from other auctions. Because of this, AFC was able to decrease their average loss per car by **51.5% or \$2,700**.



**DECREASED TIME SPENT ON VEHICLE PREPARATION BY 50%**

Typical sale preparation for other platforms is anywhere between 2-3 hours per day in addition to the time spent “in the lane”. With EBlock, this time is cut in half and only takes **1 hour per week** to review new units, set Autobids and move on.

“  
*They make it to our frontline faster and cheaper, which decreases our time to line and days in recon while also increasing our gross and overall velocity.*  
”

# TOP-NOTCH FEATURES

- LIVE AND TIMED AUCTIONS
- CONDITION REPORTS
- AUTOBIDS
- FILTERED SEARCH

Of the limitless intuitive and easy to use features on EBlock, the one that is most valuable for AFC is the multiple, weekly **Live Auctions** paired with the **Timed Auctions** running simultaneously. This allows the dealership to capitalize on deals and use the Search feature to filter from high to low to create the strategy that works for them.

“A lot of times I end up missing cars on those other platforms, but with EBlock it’s so simple. I know exactly when it starts, when cars will run, I can put in my bids, partner with my local reps and never miss a car or a deal.”

As a buyer, the feature that AFC leverages most often is the thoroughness of EBlock’s **Condition Reports**.

“Not being at a Brick and Mortar auction, being live in the lane and walking the auction physically, there leaves a lot of gray area sometimes, but not with EBlock. The condition reports are very thorough, with tons of photos. I know when I buy a car, it is as represented. And if there is anything wrong, there’s an Assurance policy on it. Whatever the fee is, I pay it every time because it gives me peace of mind.”

# COMPREHENSIVE SERVICES FOR INCREASED EFFICIENCY / VEHICLE MANAGEMENT

“Every month, our floor plan company sends out a third person auditor, and when this happens, I’m tied down and making sure cars are where they’re supposed to be. We carry about 500 units in inventory across 3 dealerships, so cars are all over the place. I’m able to build a workbook ahead of schedule, if it’s not already built for me by my rep, and set my autobids so I can still capitalize on the day, purchasing cars and getting good deals while also taking care of the business.”



# SIZING UP THE COMPETITION

Being new to the selling side of things, AFC turned to EBlock after trying out other platforms that didn't quite match their needs. When asked what the main difference between other digital solutions providers AFC partnered with and EBlock, Portfilio didn't hesitate to answer that our sales reps have saved his business time and time again.

“  
*I can schedule with my local reps when I need an inspection, I know when my cars are going to run, I can set my floors and there's just a lot of transparency and a lot of communication. Whenever I am buying or selling a car, I know they're looking out for me and I know I'm getting the best deal on the car I'm buying, while making the most money out of the car I'm selling.*  
”

# PROTECTING VALUABLE TIME

In addition to the proactive customer service, Portfilio appreciates the ability to prep and plan around EBlock's set auction times. Unlike other platforms, which he said require users to be "in the lane" with your hand up in the air, EBlock avoids that inconvenience.

“  
*You can do things to try and alleviate some of the headache that comes with being behind a computer screen, but with EBlock you know when the auctions run and you can plan accordingly.*  
”

“  
*On our wholesale side, we partnered with [a competing digital auction platform], but over the last quarter we were down \$2,500 per unit. I ventured out and contacted EBlock reps and as a result, I've seen my revenue per unit sold increase and losses decrease. The name of the game is profit when you can, or minimize loss when you have to. As a result, with EBlock, we've managed to protect our profits per unit. That makes everyone happy.*  
”



# EXCEPTIONAL CUSTOMER SERVICE PAIRED WITH DATA- DRIVEN RESULTS

“

*I have top-tier reps who support me and this region. When using EBlock, I know I'm getting the best deal and I have a lot of support behind it. My rep has helped me out with transportation costs, buy fees and selling fees, which has always been a burden on us.*

*I'm a big data guy, and [EBlock reps] keep me updated, send me tons of reports and curate a bunch of reports for me and show me a lot of what I'm doing, where the market trends are, what I've spent and how much I've saved in buy fees and transportation costs.*

*In the digital world with EBlock's Timed Auction, every car is 1 minute and the last man standing wins. It makes it so much easier because I usually have four lanes going at once and they're all running simultaneously, so I have my work lists, my notes, and I have exactly what I need. And if I can't be behind a computer screen because I'm with a customer or working on recon, I can set my Autobid or shoot a text to my rep and say 'hey, I really need this car, can you make this happen.' We partner together and he helps me get the best deal I can.*

”



Michael with his EBlock representative, AJ Rodriguez