

# DEALER IMAGE MATTERS

[Dealerships](#) | [Clients](#) | [Manufacturers](#) | [Contractors](#) | [Architects](#) | [Jim Gentry](#)

## Dealership Information

### Supporting the dealer at every step of the renovation process:

- ◆ Participate in the Design Intent process to manage program requirements and develop reasonable alternatives to simplify construction and reduce costs
- ◆ Work with the architect and operator to identify areas for possible cost savings - work directly with design firm and manufacturer to secure approval
- ◆ Review construction documents with architect prior to submittal to save time and minimize non-compliant reviews
- ◆ Track deadlines and assist in completing key milestone dates for manufacturer payment – including Construction Drawings, Start of Construction, mid-Construction and Final Approval
- ◆ Provide money-saving alternatives for ACM, tile, carpet, millwork, furniture and other program elements
- ◆ Referral of key sub-contractors based upon previous experience on other dealer image projects
- ◆ Assist in ordering the required merchandising materials, furniture and signage
- ◆ Monitor construction progress relative to the approved plans to prevent discrepancies at project completion
- ◆ Produce the final verification photo submission for final certification and payment

### Final Photo Verification Services

- ◆ Available as a \$1500 a la carte option for dealers who have already completed construction
- ◆ Review of construction drawings and DID to evaluate compliance concerns prior to photo submission
- ◆ On-site photography with 35mm DSLR camera
- ◆ Photo editing, organization and formatting of approximately 125 dealership photos per manufacturer's guidelines
- ◆ Creation of CD and letter of transmittal for manufacturer submission with copy to dealer operator
- ◆ Facilitate resolution of non-compliant issues by working directly with dealer and manufacturer
- ◆ Additional travel fees may apply depending on dealer location and need for additional dealer visits
- ◆ Photo verification fees will be invoiced as follows –
  - ◆ Initial visit and photo shoot - \$500
  - ◆ Submission of CD to manufacturer - \$500
  - ◆ Final Compliance Verification - \$500



*Dealer Tom Shellworth and General Contractor Steve Sutton review plans for installation of the Chevrolet entry element*

"Jim has proven to be very valuable with the ins and outs of the GM facility image program. His experience and contacts with the dealer community, GM and Gensler have aided our remodel and made my contractor a happy man."  
*Tom Shellworth*