

Rick Case Honda

Davie, Florida
Sam Hatz, New Car Sales Manager



A Legacy of Service and Success

For the Rick Case Automotive Group, customers come first. That's the mantra the company was built on, and founder Rick Case and his wife Rita even wrote a book about it, *Our Customers, Our Friends*.

This customer-first mindset has led to the automotive group's massive success; according to Automotive News, the company brought in over \$1.2 billion in sales across its 17 dealerships in a recent year.

Building a City from a Dealership

VINView had the chance to interview Sam Hatz, one of the new car sales managers. He likened the facility to a city, a "one-stop place for all your car needs and automotive needs." Customers can buy a new or used car, have their car serviced, and while they wait, they can grab lunch or even get their hair cut at the barbershop. Rick Case Honda sits on Rick Case Honda Way, giving you a hint at just how big this facility is.

Sam and everyone else in the Rick Case Automotive Group treats customers like friends: "The Cases are tremendous role models; everybody knows their sense of community and the importance of helping the less fortunate. Giving back to the community permeates throughout the culture here ... and it goes a long way with the customers, too."

Building the Most Customer-Focused Dealership with the Help of VINView

VINView is a key component to providing that friend-like experience to customers. As Sam puts it, "With UPS, Amazon or FedEx, where you always want to know where your packages are, but a new car, it's the second-largest purchase next to a home, so people naturally want to know where the product is. And their car, whether it's for a personal need for a family member, we owe it to them a courtesy we'd offer a friend."

As far as Sam is concerned, "VINView solidifies the process" and allows the dealership to give their customers the kind of attention you'd expect from a friend— not a sales person:

"When we know when the cars are coming, our staff is prepared." He continues, "We can tell the customer, 'Great news. Come get it! It will be ready for you this weekend.'"

"VINView allows Rick Case Honda to give their customers the kind of attention you'd expect from a friend—not a sales person: 'When we know when the cars are coming, our staff is prepared. When the car is on its way down from Georgia, and it'll be here within the next 24 hours, we can tell the customer, 'Great news. Come get it! It will be ready for you this weekend.'"



Watch the video
to learn more!



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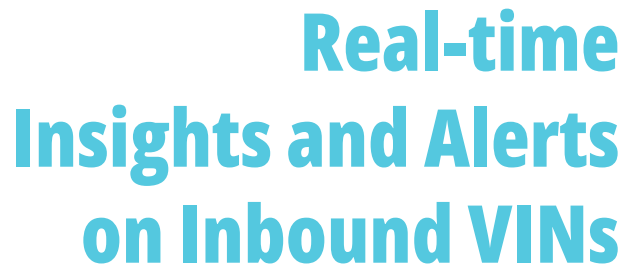


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Type in your VIN to a Google-like search engine and quickly learn your Finished Vehicle's location.



EMAIL NOTIFICATIONS

Stay informed with email notifications when your vehicle is en route to the dealership so you know when to expect its arrival.



INTERACTIVE MAPS

See your VINs on an interactive map featuring your destination, and local landmarks.



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Track your vehicle's progress every step of the way with Text Message (SMS) alerts and interactive maps from your smartphone.



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