Case Study: Bozard Ford-Lincoln

Background

Bozard Ford-Lincoln is an industry-leading Ford franchise located in Florida, one of the most competitive pre-owned vehicle markets in the country. With over **150 employees** and quarterly goals of **900+ used units**, the dealership's leadership team is constantly navigating rapid market shifts, inventory risk, and the pressure to maximize lead value in a volatile environment.

The Challenge

Bozard Ford-Lincoln faced systemic inefficiencies as volumes climbed and margins compressed:

- **Aged inventory drag**: 40%+ of non-franchise vehicles sat unsold past 15 days, many without leads.
- **Luxury unit risk**: Vehicles priced over \$50k and non-Ford brands lagged on both leads and gross profit.
- **Weak lead engagement**: Only 27% of leads were contacted within two days, with some new-car leads untouched for 48+ hours.
- **Operational silos**: Gaps between BDC (Business Development Center) and Sales coordination caused premature price reductions and missed opportunities.

These challenges eroded profitability, slowed inventory turns, and opened the door for faster-moving competitors.

The Solution: LotWalk Implementation

Bozard Ford-Lincoln partnered with **LotWalk 2.0**, a hybrid platform combining real-time data automation with coaching and accountability.

Key Implementation Highlights:

- **Structured oversight**: Weekly coaching paired with executive-level reviews.
- **Daily process discipline**: Segmented pricing buckets (0-7, 8-15, 16+ days) and appraisal co-signing for accountability.
- **Lead optimization**: Surfaced switch lead opportunities (300+ F-150 leads) and unmatched prospects.
- **Unified dashboards**: Focused management on "cars with no leads," net losers, and accountability tracking across BDC and Sales.

The program drove not only **technology adoption**, but also **behavioral change and transparency** across the dealership.

Outcomes

Bozard Ford-Lincoln achieved measurable and sustained improvements:

- **Wholesale losses cut**: 60+ more cars retail-ready per month, reducing depreciation and increasing gross.
- **Inventory freshness**: 83% of pre-owned units under 30 days old, cutting aged-unit risk.
- **Lead response surge**: Two-day contact rates improved by 20+ points with stronger accountability.
- **Pricing power restored**: Early, disciplined adjustments—especially for >\$50k units—protected margins.
- **Record volumes sustained**: Sales held above 300 used units per month despite a declining Jacksonville market.

Testimonial

> *"LotWalk's hybrid coaching and tech model put everyone on the same page. We know where every opportunity is, have fixed our follow-up, and made the store less dependent on any single manager. We're running smarter, leaner, and more accountable."*
> — **Ed Roberts, Chief Operations Officer, Bozard Ford-Lincoln (2025)**

Why LotWalk Was Different

- **Dual focus**: Identified inventory and lead gaps while unifying CRM and lot data in one workflow.
- **Coach + tech**: Weekly live feedback and accountability, not "set and forget" software.
- **Lead & inventory integration**: Switch lead and cross-channel tools boosted F-150 sales and reduced non-core risk.
- **Team-based adoption**: Built for every manager and team member, not just power users.
