



## ABOUT NCM ASSOCIATES

As the originator of the Automotive 20 Group peer collaboration process, [NCM® Associates](#) has been empowering businesses to learn from each other since 1947. We grew up in the retail automotive business, helping thousands of new and pre-owned auto dealers enhance their profitability.

### Our History

#### **We embrace the past to grasp the future.**

In 1945, a group of successful Ford dealerships formed the Dealers Analysis Bureau, holding meetings to discuss dealer operations and share best practices. This group, which evolved to become the original automotive 20 Group, hired Kansas City management company Central Services to provide key management information on a monthly basis.

By 1947, other automotive dealers noticed the success of the automotive 20 Group concept and began to inquire about applying it to their operations. Led by C. V. Nichols, Maynard Campbell and Bob Morrow, Central Services expanded its offering to the rest of the industry and the firm eventually became Nichols, Campbell and Morrow—the predecessor of today's NCM Associates.

Since our earliest days, we've never stopped enhancing our process with innovative analytical tools, education programs and business-building resources that help our clients get more value from their NCM program participation. Today, NCM Associates and its staff of experienced professionals provide our flagship 20 Group process, as well as innovative Benchmark® tools, educational programs through NCM® Institute and Retail Operations Consulting services to clients all over North America. We are proud to serve thousands of new and pre-owned automotive dealers, as well as businesses in more than 20 other industries.

### NCM Associates by the Numbers

NCM is headquartered in [Overland Park](#), a suburb of the Kansas City metropolitan area and the second largest city in Kansas.

NCM is 100% employee-owned and employs approximately 90 associates located around the U.S.

NCM represents over 3,000 clients throughout the U.S. and Canada.

NCM conducts more than [400 meetings](#) on behalf of more than 125 [20 Groups](#) each year.

At any given time, [NCM Retail Operations Consulting](#) is serving in excess of 100 dealership clients.

[NCM Institute](#) taught approximately 500 auto dealers and dealership managers in 2010 alone. Classes are held at the NCM training facility; however, NCMi® conducts dozens of private, in-dealership programs each year.



## Frequently Asked Questions about Our Services

### How much do your services cost? Will I get a good return on my investment?

Our 20 Group fees start at \$240 per month and vary by type of group and number of members. NCM® [Consulting services](#), [Educational programs](#) and [Benchmarking products](#) are competitively priced, but more important, all NCM services are designed to give you the tools and guidance you need to maximize your profits through improved operating efficiencies and revenue. Time after time our clients validate that their return far exceeds their investment.

### How are your services structured? Is it a one-time deal?

[20 Groups](#), Benchmark® tools and some Consulting services are delivered over time on an ongoing basis. Other tools are available for individual purchase, including [NCM® Institute](#) educational courses or some of our Benchmark products. We offer significant product and program discounts to those who participate in our 20 Groups and Consulting programs, with a few of our Benchmarking tools reserved exclusively for these clients.

### How do I get started?

When a business is not satisfied with its return on investment or resources, it's time to strategically assess the total operation and develop a highly-focused action plan for getting your business on the path to improved profitability. NCM's services are designed to work in conjunction with each other for a holistic approach to business improvement, often at significant client discounts. Your first step may be to join one of our [20 Groups](#) where you can benchmark your operation against your peers; or, you may find that immediate, focused attention is required from an [NCM Retail Coach](#). Whatever your needs, NCM will apply a customized approach to help you drive more profitability in your business.

### How do I know you can improve my business?

Don't take our word for it! Instead, listen to what [NCM clients](#) have to say about the value—and drastically improved profits—we deliver. We have hundreds of client testimonials on file, with some videos featured on our Web site and YouTube channel for you to review. Client referrals have been our number one source of new clients since our beginning in 1947. We're proud of the fact that the first NCM 20 Group is still meeting regularly today—now with fourth-generation members!