



# PITCH DECK

April 2020

# OUR MISSION



## **PROVIDING A UNIQUE CAR BUYING EXPERIENCE**

We transcend the current traditional car-buying route, offering our customers a unique car buying experience, with ultra-competitive rates



# US AUTOMOTIVE MARKET

COLLISION AVOIDANCE TECHNOLOGIES, TOGETHER WITH AN EXPANSION IN RIDE-SHARING SERVICES, WILL TRANSFORM THE AUTOMOTIVE INDUSTRY

**LESS ACCIDENTS = LESS REPAIRS = LESS DEALER PROFIT**

## Car Dealers

Solely Based on Sales & Repairs

**\$1.1Tn**

Car Sales in 2018 in US, One of the Strongest Car Markets in the World

**6.3%**

Global Market CAGR Between 2019-2024

**\$30Bn**

Car Leasing in US for the Year 2018

## Florida

2<sup>nd</sup> State, After California, with More Cars Sold

“Customer experience will suffer due to car dealers increasingly desperate attempts to find incremental margins in sales

**KPMG, Industry Report**

# THE PROBLEM

**AMERICANS DO HAVE A LOVE AFFAIR WITH THE CAR, BUT THE SAME IS NOT TRUE FOR THE CAR DEALER..**



## **Predatory Culture!**

Constant haggling and back and forth has created decades of animosity between car dealers and customers



## **Bureaucracy!!**

Lengthy approval times and inventory shortfalls leaves customers frustrated and a big portion of sales instantly lost



## **Pricing!!!**

Obscure pricing and arbitrary “deals” have left clients wondering if they really got a good deal

Dealers have a tendency to  
**TO INCREASE SALES MARGINS OVER TIME**

This will leave Customers with  
**LESS CONFIDENCE AND OVERPRICED DEALS**

# OUR SOLUTION

**LMG is Not a Dealership..**  
**LMG Focus on Customer Buying Experience**



We partnered with local automotive groups to offer Below-Invoice, Haggle-Free Deals



With our agreements we show customers deals across multiple brands and become a true **ONE STOP SHOP**



We handle customers approvals and deliver their brand new car to their home, on their time



# COMPETITIVE ADVANTAGE

Alternative Car Buying Companies DO NOT Provide LEASING Solutions

## SALES & LEASING



POWERFUL  
RELATIONSHIPS  
WITH AUTOMOTIVE  
GROUPS



GIVING OUR  
CLIENTS BELOW  
INVOICE PRICE



RUN AND BUILD  
OUR OWN LEASE  
AND FINANCE  
DEALS TAILORED  
TO CLIENT

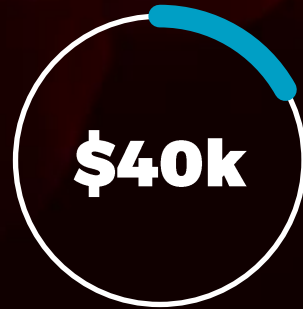


DELIVERING THE  
VEHICLE TO THE  
CLIENT RESIDENCE

# LMG IN NUMBERS



CARS SOLD IN 2019



AVERAGE SALE PRICE



COMISSIONS IN 2019

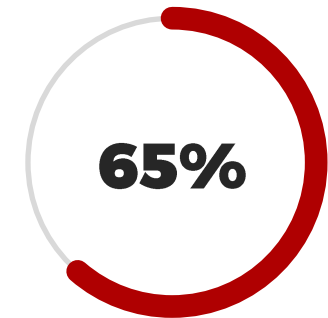


VALUE OF CARS SOLD  
IN 2019

**these numbers trend  
to growth simply  
because...**



US Consumers Want  
To Avoid Aggressive  
Car Sales



US Consumers Believe  
That Dealerships Are  
Not Ethical

# REVENUE MODEL



## **AUTOMOTIVE GROUPS**

We partner with automotive groups to have access to their new vehicles.

We negotiate special price conditions to acquire new vehicles that represents the majority of our sales

**We don't need to have any stock**

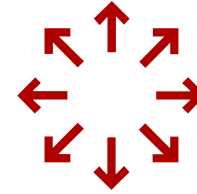


## **SALES & LEASING**

We get a commission on each vehicle. We establish the selling price

**4% average commission per car in 2019**

**\$500 minimum flat if sold at price cost**



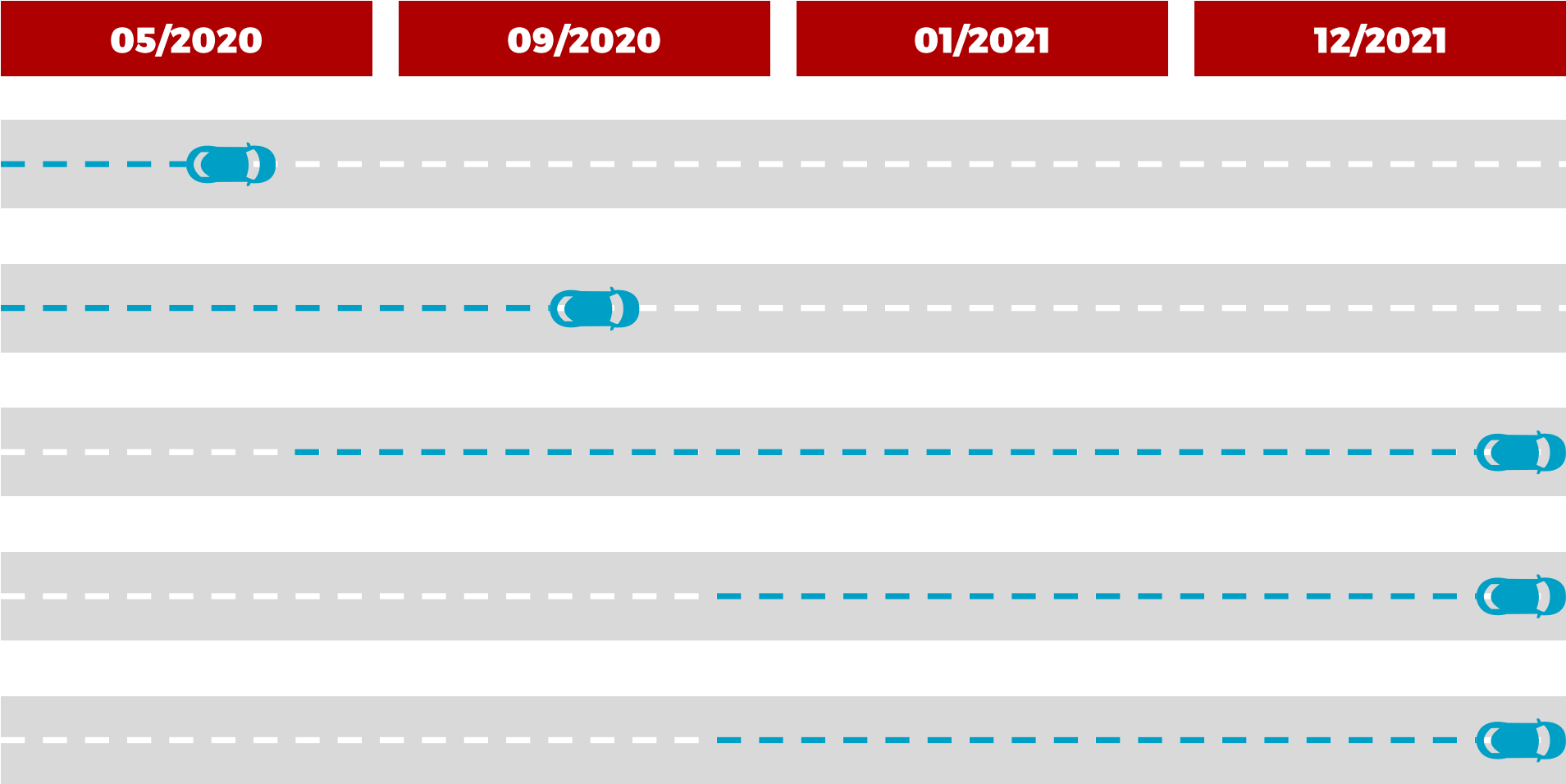
## **FLORIDA EXPANSION**

We are totally focused in conquering more market share in Florida, the second biggest car market state in us.

We intend to make specific investments in people and marketing to create a powerful and known brand in the state



# ROADMAP



# THE TEAM



**ADD NAME**  
**TITLE**



**JUAN GARCIA**  
**TITLE**



**TREVOR DEMIRAJ**  
**FOUNDER**



**DAVID GONGORA**  
**TITLE**

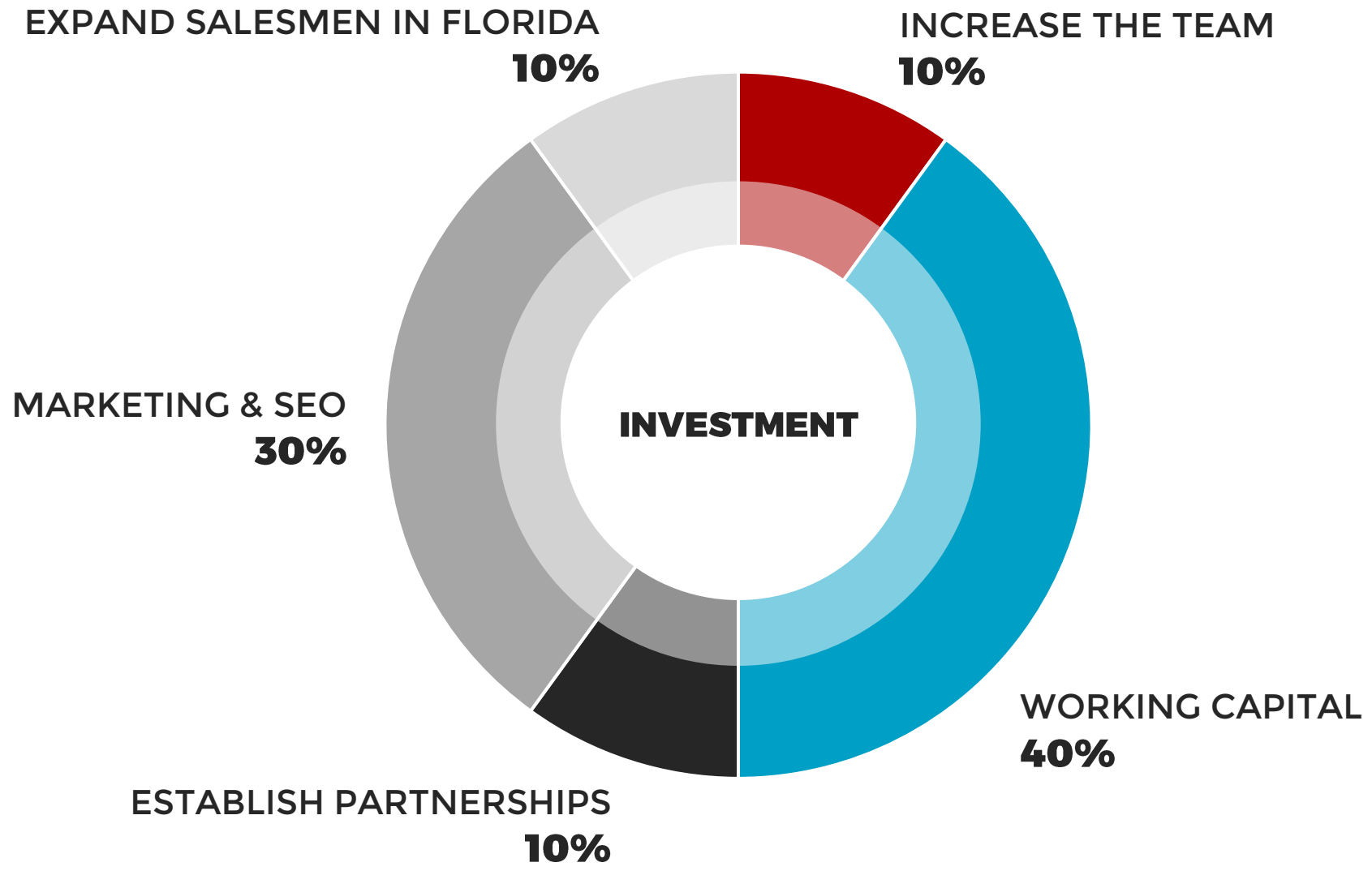


**ADD NAME**  
**TITLE**

# KEY PARTNERS

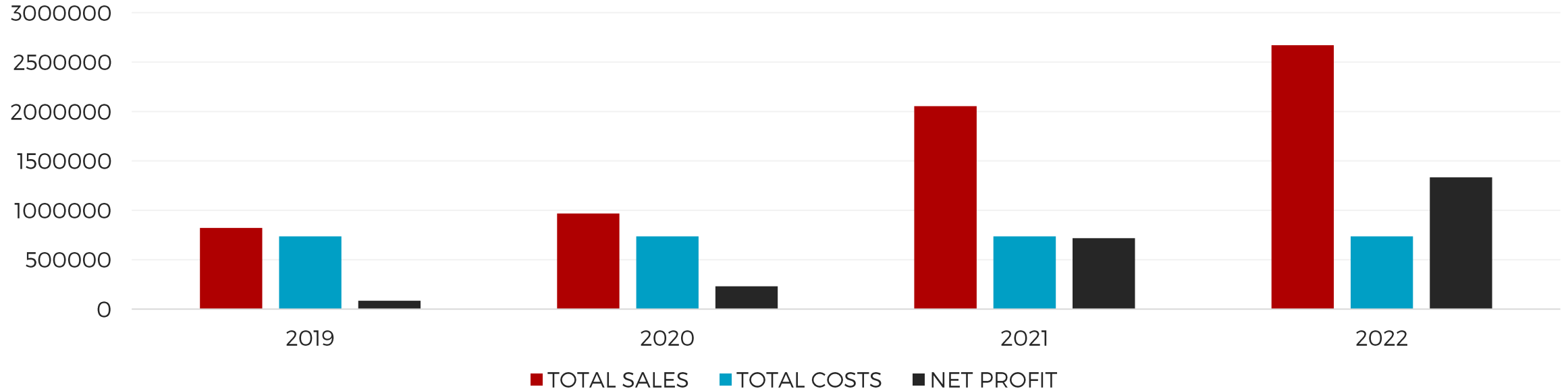


# USE OF FUNDS



# FINANCIAL PROJECTIONS

## ANNUAL SALES & GROSS PROFIT



	2019	2020	2021	2022
<b>TOTAL SALES</b>	\$821 202	\$967 434	\$2 053 936	\$2 670 117
<b>TOTAL COSTS</b>	\$736 379	\$736 379	\$1 336 379	\$1 336 379
<b>NET PROFIT</b>	\$84 824	\$231 055	\$717 558	\$1 333 739



# THANK YOU



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