

# TOTAL VALUE OF EFG RECRUITING

**\$972,605**  
(annualized based on assumptions below)



Based on a total PRU of \$1,800 and 80 turns/month = \$144,000 per month

$$\$144,000 - \$80,000 = \$64,000$$

Your profitability WITH EFG Recruiting Services

Your Average profitability expectations WITHOUT EFG Recruiting Services

Monthly Incremental Profitability WITH EFG

## ANNUALIZED INCREMENTAL PROFITABILITY WITH EFG RECRUITING SERVICES

**\$768,000**



EFG's Guided Discovery training represents \$206,400 in additional F&I income

**TOTAL VALUE = \$972,605**



\*EFG will supply you a new recruit if our first placement leaves prior to 60 days of employment.

The average EFG F&I trainee sees a 22% performance increase.

EFG's guided-discovery training represented \$206,400 in additional F&I income per producer, per year, based on 80 turns per producer, per month.

**LET YOUR COMPETITOR HAVE THE P.H.D.<sup>®</sup>**  
(poor hiring decision)