



EMPIRE STATE WARRANTY



DIAMOND DEALER

CONTEST

BECOME A DIAMOND DEALER IN 2024!

If your dealership qualifies for Diamond Dealer status in 2024, you will receive a paid vacation to the Casey Key Resorts in Sarasota, FL!

DAY 1

AIRFARE AND RESORT ROOM
PAID FOR BY EMPIRE STATE WARRANTY

CATERED DINNER ON NIGHT 1
ALONG WITH AN AWARD CEREMONY

DIAMOND DEALER OUTDOOR BEACH AFTER PARTY
WITH PREMIUM OPEN BAR AND DJ

DAY 2

EMPIRE STATE WARRANTY IN 2025 FOCUS GROUP

PROFESSIONAL F & I TRAINING WORKSHOP
COURTESY OF REAHARD AND ASSOCIATES

**A GROUP DISCUSSION ON HOW
DIAMOND DEALERS CAN HELP
DIAMOND DEALERS SUCCEED IN 2025**

HOW TO BECOME A DIAMOND DEALER?

DIAMOND DEALER SCORECARD

All scoring categories work on a 10-point system based on the top 10 dealerships within that category. The first place dealership in that category will receive 10 points, scoring way down to 1 point for the 10th place dealership.

DEALER LOSS RATIO

**HIGHEST UPSELL PENETRATION RATE TO
QUALIFIED CAR SALES WITH ESW PRODUCTS**

TOTAL CONTRACT COUNT

**HIGHEST GROWTH PERCENTAGE OF
BACK-END SALES YOY**

TOTAL REVENUE SOLD

**THE FOUR DEALERSHIPS WITH THE HIGHEST SCORES
IN THE ABOVE CATEGORIES WILL BE CROWNED DIAMOND DEALERS IN 2024**