

# ROBERT L. MCDORMAN

## EXECUTIVE BIO



“The continuing success of Robert McDorman results from his business innovativeness, deep-seated appreciation of serving and responding to individual customers, and his extraordinary experience in the car business...”

*Cover Story, Texas Dealer Magazine on selection for coveted National Quality Dealer Award*

Robert is a recognized Certified Vehicle Value Expert, who has been in the automotive business since the tender age of 12 and knows the automotive business inside out. As the founder and General Manager of Vehicle Value Experts, Robert expertly leads this consulting firm that specializes in providing automotive related motor vehicle valuation services to all parties, including individual consumers, auto dealers, body shops, repair facilities, towing and storage operations, insurers, lenders, finance companies, banks, legal professionals, corporations governmental agencies, and others. The firm’s consistent success can be attributed to Robert’s 35+ years of front-line automotive industry knowledge, practical hands-on experience, and multiple certifications including licensure by the Texas Department of Insurance as a Public Insurance Adjuster. Robert to date has been appointed as an Appraisal Clause Umpire on hundreds of adverse insurance claims. Vehicle Value Experts clients can absolutely trust that they will be provided with analytical, sophisticated, state-of-the-art, comprehensive, accurate, unbiased, and up-to-date data and information that all parties can rely upon as both factual and objective.

A car man “to the bone” who bought and ran his first automotive business in his early twenties, Robert took a small auto parts and machine shop operation that had been in business for over 30 years with \$21,000 in monthly gross sales to over \$110,000 monthly—in just eleven months. After a total loss of that business due to fire, he progressed through positions as general manager, parts manager, service manager, used car manager, and general sales manager at a variety of new and used car dealerships, invariably taking sales to record new heights.

In 1992, Robert became aware of the availability of a small, struggling used car business in Vidor, Texas for purchase, and he took the plunge, investing personal capital in acquiring it. Robert created a comprehensive business plan and implemented structure and controls that ultimately took the company to rank as one of Texas’ largest independently owned pre-owned automobile dealerships in the state, first in sales of pre-owned vehicles across three counties and among the top five lien holders. At the peak, McDorman Motors had five locations and over 180 full-time employees, averaging 600+ vehicle sales monthly on approximately \$6 million in inventory.

An innovative marketing strategist, Robert founded and chartered the IDM Marketing company, whose proprietary Identification Marketing Program leverages state registration data to track buyers and would-be buyers, providing invaluable intelligence on buying trends, sales shortcomings, price and financing issues, inventory shortages, location visibility, customer relations issues, etc. This data provided McDorman Motors with a competitive advantage by enabling proactive, ongoing addressing of issues and opportunities.

Long enjoying a stellar industry reputation, Robert has been sought after for decades for his consulting expertise by auto dealers, body and repair shops, tow and storage operations, financial groups, law firms, auction houses, manufacturers, and consumers. Establishing McDorman & Associates consulting firm specializing in providing advice and management services to the retail automobile industry in 1999, Robert has continued this practice throughout the years to date. Robert’s ability to write and then execute incisive, powerful business plans and pro formas are a major strong suit, along with the ability to analyze the big picture.

As an acknowledged retail automotive leader and turnaround expert, Robert frequently speaks and conducts seminars on diverse automotive industry-related topics including compliance and lending, as well as industry ethics. He is an NIADA Certified Master Dealer, Certified Auto Appraiser and has won both the *Prestigious NIADA and TIADA Quality Dealer Award*, along with numerous other awards. Robert is licensed by the Texas Department of Insurance as a Public Insurance Adjuster. Exceedingly active with these and other industry associations as well as numerous civic organizations, Robert is committed to giving back to both his industry and his community.

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