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**January 26, 2025**

City of Aurora

Planning and Development

15151 E. Alameda Parkway

Aurora, CO 80012

**Subject:** Operational Plans for Friends Auto Sales' Relocation to Aurora

Dear Planning and Development Team,

I am writing on behalf of Friends Auto Sales to share our detailed operational plans as we prepare to relocate our business to Aurora. Since our establishment in 2011 in Denver, Colorado, we have been proud to serve Aurora and its surrounding communities by offering reliable, high-quality vehicles. This relocation represents a strategic move to improve customer access and enhance our operations.

To ensure a smooth transition and long-term success at our new location, we have created a comprehensive operational plan, which we outline below:

**Operational Plan Overview****1. Location and Facilities**

- Our new facility at **10400 E Avenue, Aurora, CO 80014** is strategically located for optimal accessibility and visibility to customers.
- The space is well-maintained, offering ample room for vehicle displays, customer parking, and operational needs.

**2. Inventory Management**

- We utilize **DealrCloud**, a fully integrated software system, to manage inventory efficiently. This platform allows us to track vehicles, update our website, and handle sales agreements seamlessly.
- Regular inventory audits will be conducted to maintain accuracy and prevent losses.

**3. Technology Integration**

- At our new location, we will continue using our robust **Customer Relationship Management (CRM)** system to manage customer interactions and streamline sales processes.
- For financing, we utilize **CUDL**, which provides onsite financing options for customers and facilitates effective communication with banks and stakeholders.
- Digital tools will further support inventory management, online sales, and marketing initiatives.

#### 4. Sales Operations

- Our experienced sales staff, trained in effective sales techniques, customer service, and product knowledge, will continue delivering exceptional experiences. Their expertise from our Denver location will seamlessly carry over to Aurora.
- Sales strategies include promotions, flexible financing options, and special events to attract and retain customers.

#### 5. Service Operations

- Comprehensive services, including regular maintenance, repairs, and warranty offerings, will be available for vehicles sold.
- Skilled technicians will receive ongoing training to uphold high service quality.

#### 6. Marketing and Advertising

- We leverage digital platforms such as **DealrCloud**, **V12**, **CarGurus**, and **Facebook** to maintain a strong online presence.
- Traditional marketing methods, including local ads, flyers, and participation in community events, will complement our digital efforts.

#### 7. Financial Planning

- Detailed financial projections, covering revenue, expenses, and profit margins, guide our operations.
- Inventory is supported by floor plan companies like **Westlake Financial** and **NextGear** to ensure sustainable growth.

#### 8. Compliance and Legal Requirements

- We prioritize compliance with all local, state, and federal regulations governing auto sales.
- Since 2018, we have maintained excellent compliance and are members of **CIADA**, which advises us on staying up to date with industry standards.
- All necessary licenses and permits will be obtained and updated as required.

### Core Operational Commitments

In addition to the key components above, we remain committed to:

- **Operating Hours:** Monday through Saturday, 9:00 AM to 6:00 PM, ensuring convenient access for customers.
- **Team Structure:** Our team comprises four professionals: myself as Owner, a General Manager, two skilled Sales Agents, and an experienced Finance Manager. Together, we are dedicated to exceptional service delivery.
- **Community Engagement:** We will actively participate in local events and initiatives to strengthen our ties with the Aurora community.

- **Customer Focus:** Our mission remains to provide high-quality, affordable vehicles through a customer-centric approach that fosters satisfaction and long-term relationships.

Relocating to Aurora is a significant milestone for Friends Auto Sales, and we are eager to contribute to the city's economic growth while deepening our connections within the community.

We greatly appreciate the City of Aurora's support and guidance during this process. Should you require any additional information or documentation, please do not hesitate to contact me directly at **hailubiruk88@gmail.com** or **720-937-0768**.

Thank you for your time and consideration.

Sincerely,

**Biruk Hailu**

Owner, Friends Auto Sales