



If You're Not Satisfied, We're Not Satisfied.

With over 30 years of professional experience, Ralph Avila has managed to position himself as one of the leading voices in the automotive industry. Leveraging his dynamic leadership style and integrity-centered customer approach; Ralph understands how to maximize team efficiency and profitability while providing a customer buying experience — specifically in the luxury brand sector — that outperforms industry standards and exceeds client expectations.

Ralph began his career in 1987 as a Sales Associate at *The Collection: AMC Jeep Renault*. Within two years he was offered the position of Finance Manager at *Esserman Acura*. His organizational tenure with *Esserman* would last 10 years and end with his role as General Manager overseeing the procurement of two additional brands to the *Esserman* portfolio — Kia and Volkswagen. By 1999 Ralph transitioned into the role of General Manager & Acquisitions for the *Tanner Automotive Group*; here he was tasked with opening and ensuring operational viability for Kia and Subaru dealerships in Tennessee, Texas, New Orleans and Georgia.

In early 2000, Ralph would make his greatest professional investment yet: becoming majority owner of *Ford of Pompano*, a business venture that would eventually extend to Tallahassee, Florida where he would open *All American Ford*. It was here where Ralph coined the phrase “If you're not satisfied, we're not satisfied” — a slogan that served to succinctly express his personal client-satisfaction philosophy. By 2006, Ralph would travel back down to South Florida to become Vice President of *Beach Automotive Group*. While the role proved to be temporal, and eventually led to a transition into a General Sales Manager position with *South Motors Honda* — both opportunities effectively ended his professional oversight of non-luxury brand vehicles.

By 2009, *Braman Motorcars* would offer Ralph the position of General Sales Manager overseeing their Palm Beach Audi, Rolls Royce, and Bentley dealership. Eventually, in 2017, *Holman Motorcars* — recognizing

the value that Ralph brings to luxury brands — extended him an offer to be the General Sales Manager of their Ft. Lauderdale Rolls Royce, Bentley, and Aston Martin dealership — a position which he remains in today.

Out of the dealership, Ralph is committed to bringing the same passion and people oriented focus to his local community. Over the years he has held numerous leadership roles in community organizations such as Salute to America, the Boys and Girls Club, and Christ Fellowship in Royal Palm Beach. Moreover, Ralph maintains an unrelenting personal emphasis on professional development. Throughout the course of his career, Ralph has received certifications from the Ford Dealer Principal School, Automotive Finance and Insurance from JM & Associates, Automotive Management Human Resources and Marketing, and the Florida Department of Insurance. Ralph is also a Leadership Miami and Tallahassee Graduate, as well as a John Maxwell Certified Coach.

As aforementioned, Ralph Avila is a leading voice in the automotive industry. His dedication to excellence and business acuity precede him. As a manager and a leader he is both tenacious yet calculated. His successes are evident by his accolades. Yet, while 30 years in the industry has yielded him tremendous opportunities and achievements, for Ralph, true fulfillment comes in providing his clients with an unimaginable experience, and his team with the vision and encouragement to ensure their success.