



Proposal for Mastro Subaru Of Wesley Chapel

Our Reputation Rides With You





Dear Committee,



For the past 50 years, our family has remained dedicated to the Subaru brand. At Mastro Subaru, we promote a customer-focused culture, building and nurturing lasting relationships that have proven to be the foundation of our dealerships' long-standing success. The proposed Wesley Chapel location will allow us to serve a growing marketplace of existing loyal customers and create a natural expansion of our Mastro Subaru brand. Fueled by our experience and passion within the automotive industry, we are incredibly grateful for the opportunity to expand the Mastro name throughout the Central Florida area by operating a third location in Wesley Chapel.

Our approach focuses on building genuine relationships with our customers, attentively listening and understanding their needs. This allows us to efficiently and comprehensively provide others with a comfortable, seamless, and pleasant experience. With a devoted and energetic team, Mastro Subaru is extremely knowledgeable when it comes to strategic planning, informing our customers, and creating a modern and welcoming environment.

Subaru cares about the safety of their drivers as well as reducing their global footprint by actively participating in sustainable efforts. Our commitment to non-profit organizations such as Southeastern Guide Dogs and Paws for Patriots has connected us to the community and helped to raise funds for those who are suffering and need assistance. Our store has achieved the Subaru Stellar Performer Award several times. Our team at Mastro Subaru recognizes these exclusive and distinguished honors within the Subaru family.

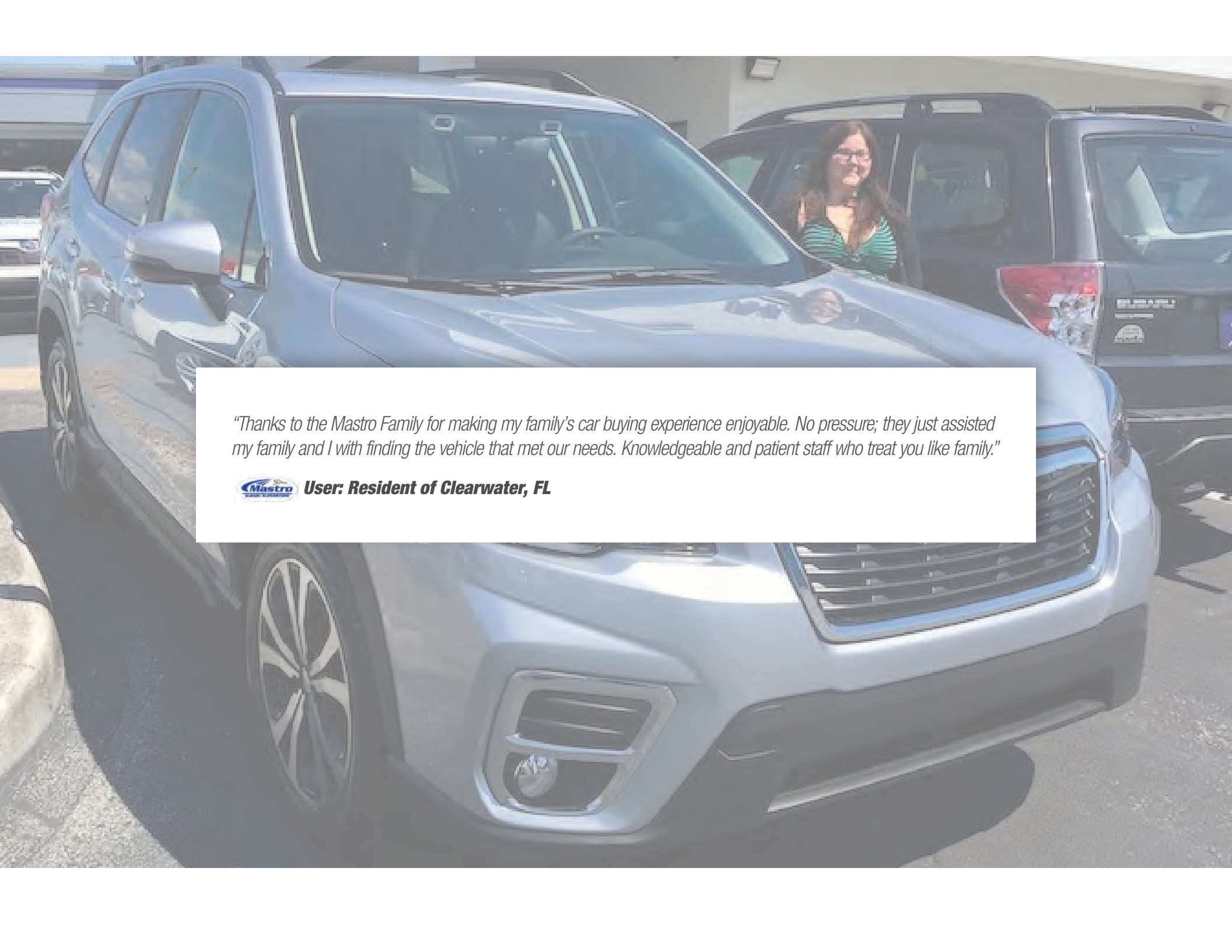
Established in the Central Florida region for 50 years, we're proud to be the 26th oldest Subaru dealership in the nation, and the oldest in Florida. As candidates for the proposed Wesley Chapel location, we will continually strive to achieve excellence through our high-quality customer service and exceptional year-over-year sales performance.

Being awarded this new location in the thriving area of Wesley Chapel would greatly benefit our customers, the Subaru brand, as well as the local community due to our well-known reputation in the area and the community outreach programs that we will continue to promote and support. We appreciate your consideration and look forward to serving the Subaru brand for generations to come!

Best Regards,

Two handwritten signatures are present. The first signature, on the left, appears to be "Peter Mastro" and the second, on the right, appears to be "Stephen Mastro". Both are written in dark ink.

Peter and Stephen Mastro

A woman with long brown hair and glasses, wearing a green and white striped top, stands next to a silver SUV. The SUV is parked in a lot with other vehicles in the background. The image is used as a background for a testimonial.

"Thanks to the Mastro Family for making my family's car buying experience enjoyable. No pressure; they just assisted my family and I with finding the vehicle that met our needs. Knowledgeable and patient staff who treat you like family."



User: Resident of Clearwater, FL

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"I've had my Subaru for almost 2 years now and I choose to use the Mastro Subaru Service Center for all of my repairs and maintenance. The services that they offer really are incredible. The team, the service team, really is incredible also. I've been to many other dealerships, you can't even compare, they blow everybody out of the water. If you're thinking about buying a new Subaru, definitely give them a look, you won't be disappointed."

Google User: Resident of Wesley Chapel, FL

Our Business



The Mastro Brothers are celebrating 50 years in business for Subaru with locations in both Tampa and Orlando. With the latest factory equipment and training to service your vehicles, we are proud to provide the easiest, most enjoyable dealership experience for Subaru customers in Central Florida. Our Signature Subaru facilities have trained technicians who deliver exceptional customer service by placing the highest value on the experience and satisfaction of our customers.

Our business is a story of the Great American Dream. Emigrating from a small town in Italy over 50 years ago, Peter Mastro Sr. opened a Volkswagen repair shop next to the current location of Mastro Subaru of Tampa on Hillsborough Avenue. Through hard work and great effort, he established a well-known reputation, building the store's success from the ground up. Mastro's innovative, forward-thinking mentality allowed him to recognize the value and opportunity in selling small cars. This notion propelled Mastro to buy a franchise from then

unknown, little Japanese automobile manufacturer called Subaru. The business' success thrived following the 1973 oil crisis, where the viability of small, fuel-efficient vehicles was proven.

After the untimely passing of Peter Sr. in 1991, two of his children, Stephen and Peter Jr. continued their father's legacy, expanding the business with the same drive and dedication. In 2007, our business acquired the Orlando location, specifically in the Sanford/Lake Mary area, to expand our offerings to the entire Central Florida region. It did not take long for this new location to thrive, quickly becoming a leading Subaru retailer in the state of Florida.

At Mastro Subaru of Tampa and Mastro Subaru of Orlando, we are proud to offer a wide array of new and used Subaru vehicles. Not only do we provide great vehicles for you to choose from, but we also take the time to get to know each and every driver we meet. At Mastro Subaru of Tampa and Mastro Subaru of Orlando, you can feel at home. We understand that buying or leasing a vehicle can be a daunting purchase. Our team focuses on helping you to understand and gain all of the information necessary to make a well-informed decision.

Over the years, our dealerships have received multiple corporate awards. Both of our locations were recipients of the Subaru Stellar Care Award in 2018, bestowed to only a select few Subaru dealerships that have demonstrated excellence in all areas of customer-focused performance. This year, both of our locations were honored to receive the 2019 Subaru Love Promise Customer and Community Commitment Award, which nationally recognizes Subaru retailers who are dedicated to improving the world and the lives of its people. Additionally, both of our dealerships recently received the J.D. Power Dealer of Excellence Award, reflecting our commitment and dedication to providing our customers with a superb purchasing experience.

Regardless of your needs, the Mastro family and team look forward to serving you!





The Mastro Family



Since they were children, Peter and Stephen have witnessed and contributed to the growth of their family business. Watching their father's dreams become reality inspired them to take over the family business at a young age. Together, the brothers oversee the daily operations of both Mastro Subaru locations. Stephen manages sales, while Peter handles the fixed operations. Often times you will find Peter working the Service Advisor desk to personally ensure his customers' issues are properly resolved. At the same time, you will usually find Stephen as you enter the store, engaging with customers to understand their wants and needs. As a team, the Mastro brothers are driven by the family motto, "Our Reputation Rides with You." Originally from Syracuse, New York, the Mastro family moved to the Tampa Bay area in 1968 when both Stephen and Peter were very young.

Stephen Mastro



After attending Jesuit High School in Tampa, Stephen graduated from The University of South Florida in 1991. Shortly after, Stephen took over the dealership upon the passing of his father. He has served as the owner of Mastro Subaru of Tampa for 27 years and as the owner of Mastro Subaru of Orlando for 12 years. Stephen served on Subaru RDAB for 20 years as well as on Subaru NDAB for five years. Stephen handles all of the marketing and charity efforts for both dealerships. He also oversees the financial operations of both locations. He joined the National Association of Minority Automobile Dealers (NAMAD) in 2006 before opening Mastro Subaru of Orlando in October of 2007. Stephen renewed his membership with NAMAD in 2019, and has been a NCM 20 Group member since 2013.

Peter Mastro



Upon graduating from Tampa Catholic High School, Peter continued his education at Hillsborough Community College and Alfa Romeo Technical School. He also received extensive Subaru Technical Training. Like Stephen, Peter moved directly into the family business at a very early age, cleaning new and used cars in middle school.

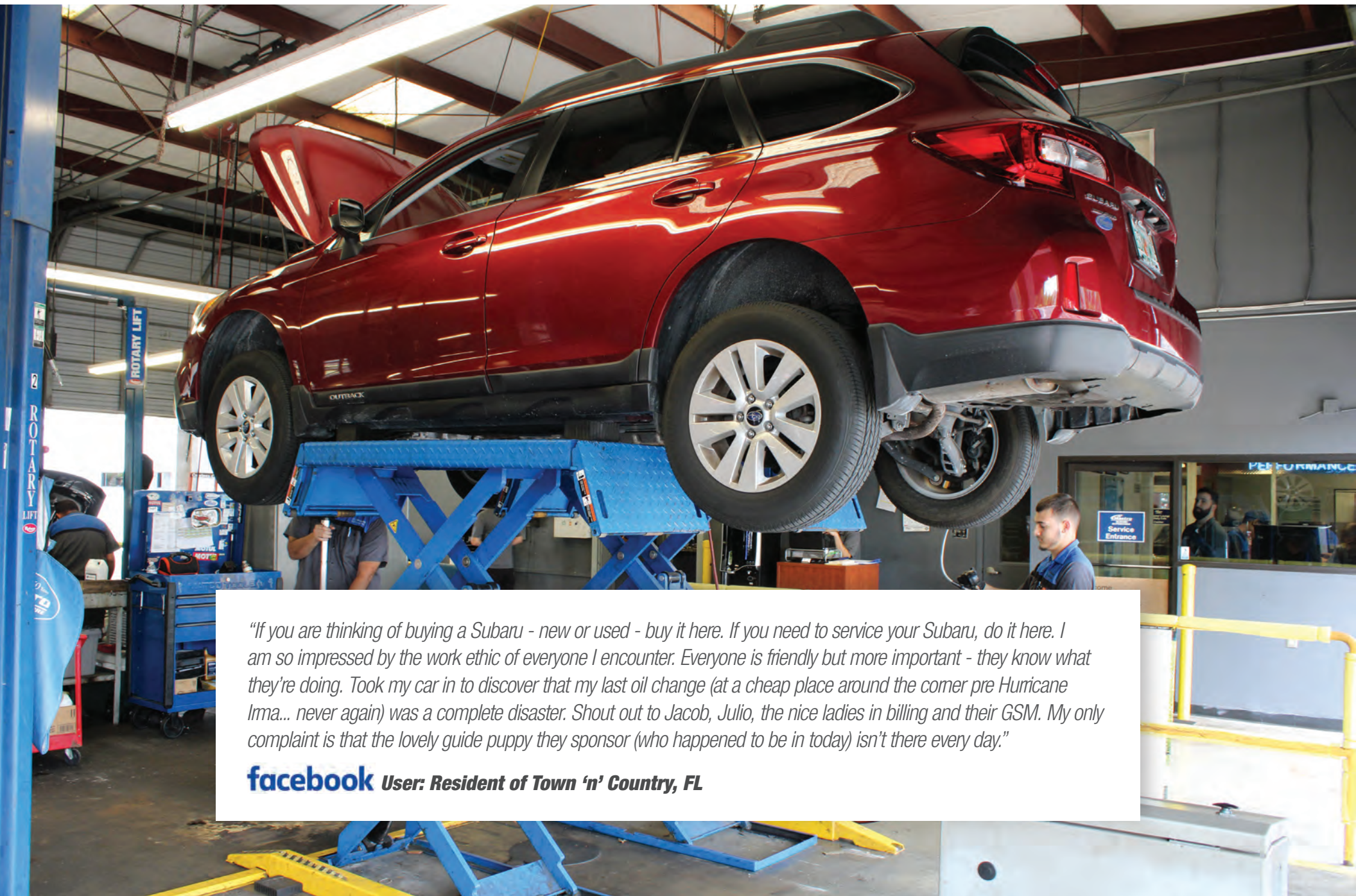
Peter has climbed each rung of the dealership ladder. Over the years, he has worked as a Service Advisor, Finance and Insurance Manager, Internet Manager, Warranty Clerk, Service Manager, Assistant Sales Manager, and Customer Relations Coordinator. He has also worked with parts and service, and was involved in developing the Mastro Subaru employee handbook. Peter has been a partner in Mastro Subaru of Orlando since 2007. In addition, he is also responsible for coordinating and overseeing fixed operations at both locations, process development and utilization, as well as handling the customer satisfaction index.



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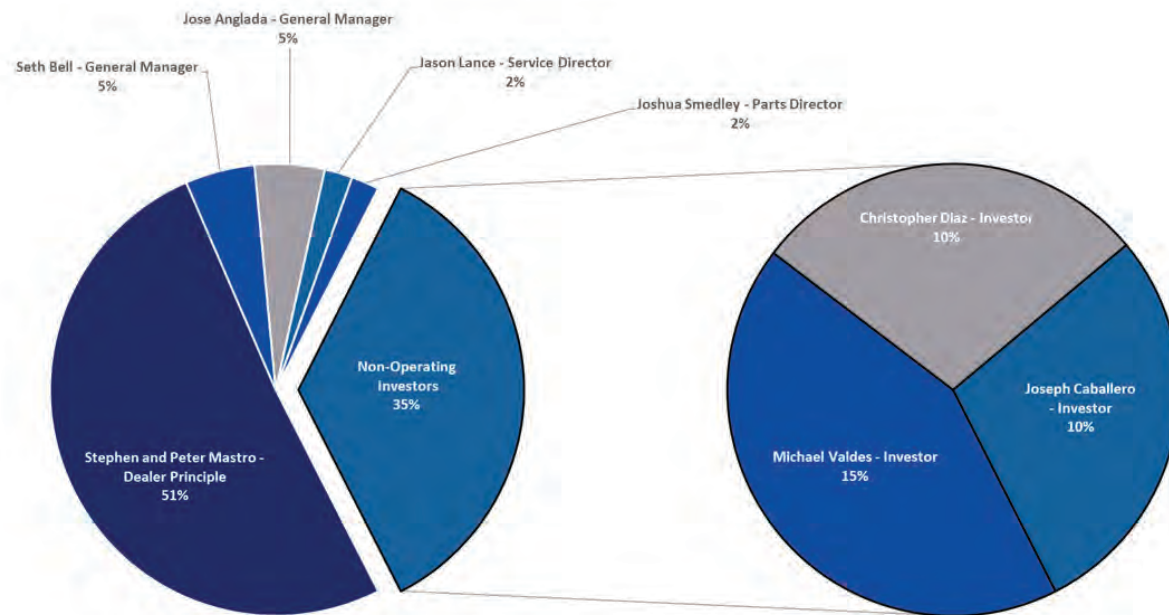


"If you are thinking of buying a Subaru - new or used - buy it here. If you need to service your Subaru, do it here. I am so impressed by the work ethic of everyone I encounter. Everyone is friendly but more important - they know what they're doing. Took my car in to discover that my last oil change (at a cheap place around the corner pre Hurricane Irma... never again) was a complete disaster. Shout out to Jacob, Julio, the nice ladies in billing and their GSM. My only complaint is that the lovely guide puppy they sponsor (who happened to be in today) isn't there every day."

facebook *User: Resident of Town 'n' Country, FL*

The Mastro Team – Key Personnel

Mastro Subaru has a dedicated team of professionals who are experienced in all aspects of owning, managing and running a Subaru dealership. Subaru has been and will continue to be our brand. The following chart below outlines our management team and ownership group for Mastro Subaru of Wesley Chapel, which includes additional investment partners.



Strong leadership is vital in the success of any business. With years of experience in the automotive industry, our management team is highly skilled in the seamless operations of our Subaru facilities. Their dedication to the Subaru brand as well as their passion for delivering exceptional customer service has allowed our business to thrive and develop a strong reputation in the Central Florida region.



Management Team



Seth Bell, General Manager

Bell has been with Mastro Subaru for 10 years. After joining the team, he worked in sales at the Tampa location until 2012. At this time, Bell was promoted to sales manager for Mastro Subaru of Orlando. From 2012 to 2017, Bell helped the Mastro Subaru of Orlando grow from 377 new cars to 998 new cars. That same year, Bell was promoted to General Sales Manager and returned to the Tampa location. Since holding this position, his location has received the Subaru Stellar Care award seven times. In addition, Bell attained the Subaru Manager Summit in both 2012 and 2013. Prior to working at Mastro, Bell served for four years in the United States Army as a Stinger Missile Team Chief.



Jose Anglada, Jr., General Manager

Originally from the Chicago metro area, Anglada has spent the last 19 years in Florida. He is a graduate of Western Illinois University and a veteran of the United States Army. He has over 18 years of automotive sales and management experience. Anglada has been helping the Mastro family grow its Orlando location since inception in 2007. His commitment to excellence has increased our sales by almost 400% since 2008. He has also played an integral role in our Orlando location achieving the Subaru Love Promise Customer and Community Commitment Award every year. Anglada currently serves as the General Sales Manager of Mastro Subaru of Orlando.



Jason Lance, Service Director

Lance has over 24 years in the automotive field with experience in both parts and service. Since the opening of our Orlando location, Lance has worked as our team's Service Director. He has achieved the highest level of training and certification for service in Subaru, Suzuki, Isuzu, and Chrysler vehicles. Lance is a three-time back-to-back Isuzu Master Elite Top Service Advisor Award winner and four-time Subaru Summit Platinum Award winner.



Joshua Smedley, Parts Director

Smedley has over 15 years of experience in the automotive field. Smedley has extensive knowledge about automotive parts and body shop management. He has served as Mastro's Parts Manager for the past 12 years. Smedley grew up around parts after watching his father work as a body technician. Prior to his time at Mastro Subaru, Smedley successfully managed a dealership body shop for five years. During his tenure as the parts manager, he has helped grow Mastro Subaru of Orlando into one of the largest volume dealers in the state of Florida. Collaborating with the management team, Smedley has helped with the implementation of several programs including FOX 1, FOX 2, Subaru Express Service, Subaru Wholesale Conquest, RISE, and multiple Subaru Green Initiatives. He is a multiple Subaru Summit Award winner. Smedley is fully certified as a Subaru Parts Manager, maintaining his status with careful completion of all Subaru training materials.

Non-Operating Investors

Michael Valdes



Michael Valdes has provided wealth management services and strategies to ultra-high-net worth individuals since 1985, when he joined Merrill Lynch. As the founder and senior advisor of the Valdes Group, Valdes directs a Merrill Private Wealth Management team that caters to the distinctive needs of a distinguished clientele. A recognized leader in wealth management, Valdes has earned national recognition as a Financial Advisor. In February 2018 and 2019, Forbes named Valdes to the “Best-in-State Wealth Advisors” list, ranking number one in Florida for both years. In 2017 and 2016, Forbes named him to its list of “America’s Top Wealth Advisors.” In 2016 and 2015, Wealth Management Magazine honored Valdes as one of the “Top 100 Wirehouse Advisors.”

Christopher Diaz



Diaz is the Chief Executive Officer and Principal of Seminole Financial Services. Since joining SFS in 2010, he has been responsible for the identification, evaluation, and negotiation of renewable energy finance transactions focusing on solar and wind projects between \$2 million and \$40 million in need of construction/interim financing and permanent debt financing. To date, Diaz has originated over \$1.2 billion in construction and permanent financing. Furthermore, he is a frequent National Speaker at industry conferences regarding Renewable Energy Finance and Energy Credits. Diaz is an elected member of the Board of Directors for the Solar Energy Industry Association (SEIA), is a board member for the Solar Energy Trade Show (SETS) Board of Managers, is a member of the SETS Board of Managers Finance Committee, and served as Vice-President of the Board of Directors for the Distributed Wind Energy Association.

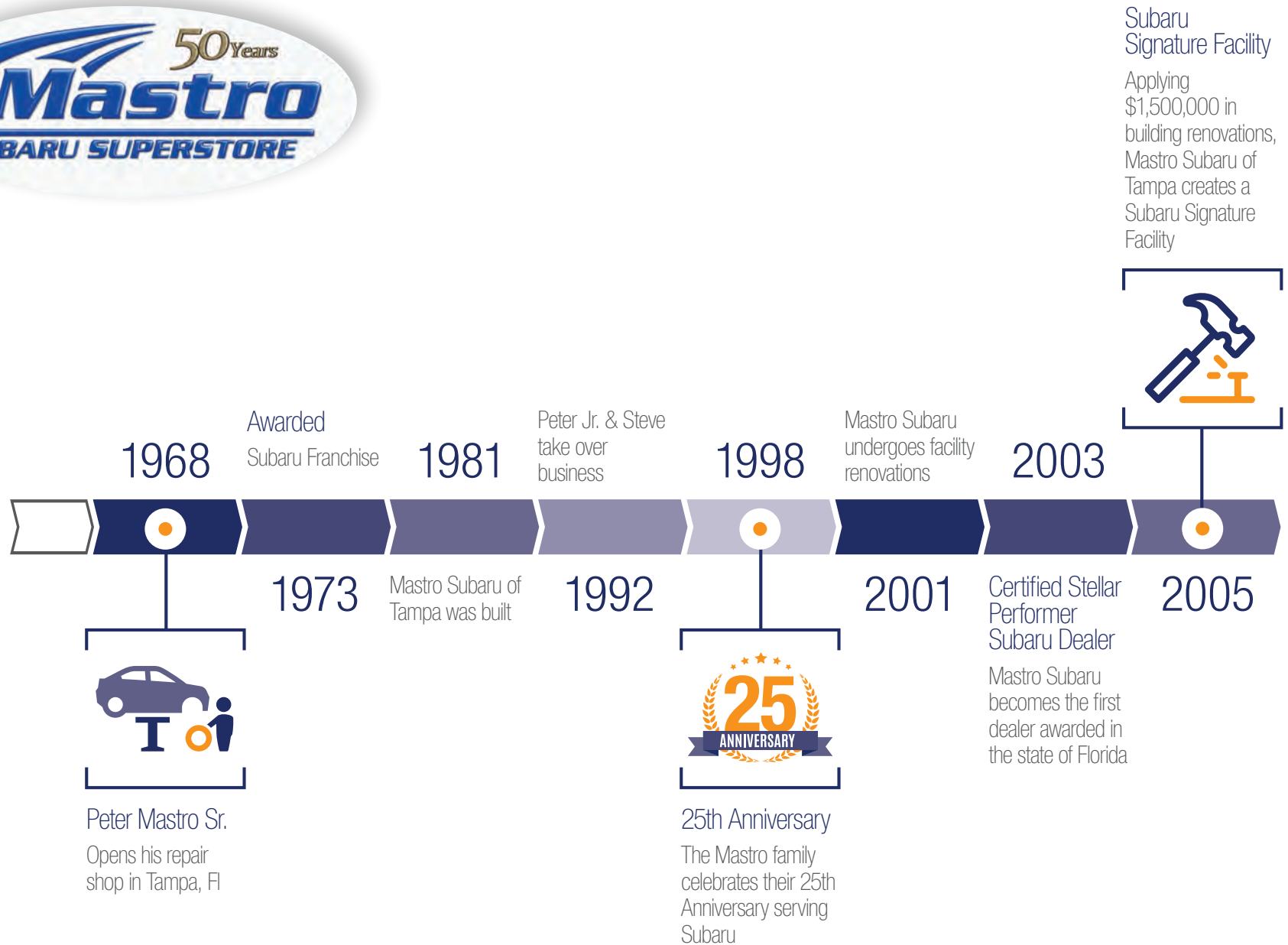
Joseph Caballero

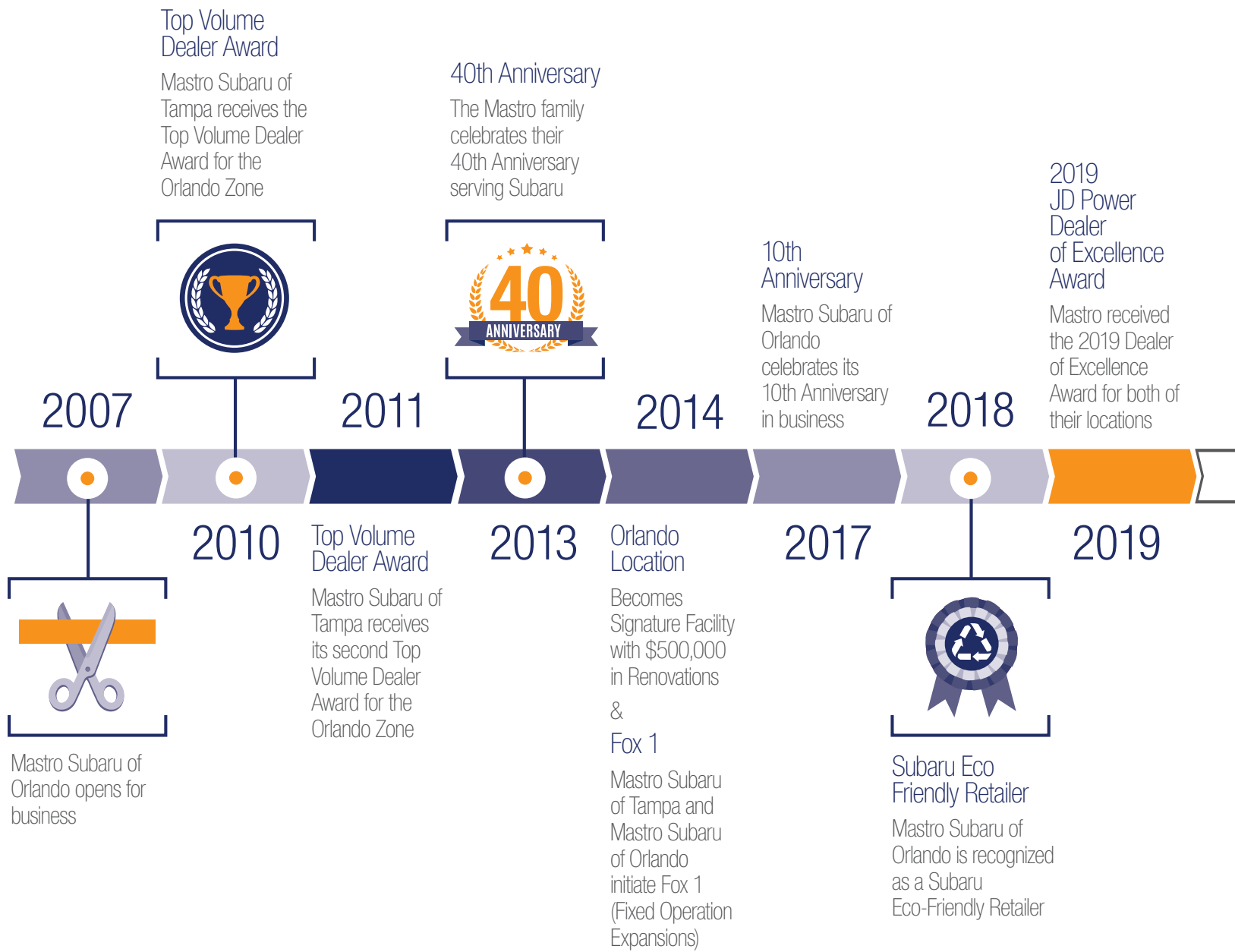


Caballero has a Bachelor’s of Science degree in Finance from Florida State University and a Master’s of Accounting degree from the University of South Florida. Caballero served as the CEO, President, and Director of GulfShore Bank in Tampa from 2009 to 2017. He currently serves as the Director of Roche Surety and Casualty. Caballero has more than 25 years of experience in banking and financial services. He is a director at the H. Lee Moffitt Cancer Center Hospital, the H. Lee Moffitt Cancer Center Foundation, the Jesuit High School of Tampa, and the Eastern US Board of the Salesian Sisters. Diaz is also a member of the FICPA and the AICPA.



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Our Rankings

The following table displays both the regional and national rankings achieved by our two current Mastro Subaru dealerships over the past few years.

	Mastro Subaru of Tampa	Mastro Subaru of Orlando
2018 Purchase National Ranking	296	219
2018 Purchase Regional Ranking	98	79
2019 Purchase National Ranking	183	115
2019 Purchase Regional Ranking	55	37
2018 Purchase: KSI SS	847	855
2019 YTD Purchase: KSI SS	872	886
2018 Service National Ranking	136	105
2018 Service Regional Ranking	63	52
2019 Service National Ranking	139	351
2019 Service Regional Ranking	52	109
2018 Service: KSI SS	812	853
2019 YTD Service: KSI SS	808	785



Giving Back to Our Community



Mastro Subaru is dedicated to supporting community-based programs and local charitable organizations. Over the years, we have developed partnerships with various organizations to promote initiatives that passionately focus on improving the lives of others and the world in which we live. From supporting health- and education-focused initiatives, protecting the environment, and finding homes for shelter animals, our business passionately works towards creating a brighter and greener tomorrow.

We are proud to say that our facility achieved a Subaru Eco-Friendly Retailer certification by meeting the requirements' five

areas spanning: energy efficiency, water conservation, recycling, waste management, and community involvement. The Subaru Eco-Friendly Retailer Program demonstrates the core values of Subaru as a company and a brand by positively impacting our community and environment.



In addition to sustainable efforts, Mastro Subaru has also developed many partnerships over the years with various local organizations and charities. Most notably, Mastro Subaru is known for our relationship with Southeastern Guide Dogs (SEGD) as well as their Paws for Patriots program.



Southeastern Guide Dogs

Mastro Subaru of Tampa has partnered with Southeastern Guide Dogs, a 501(c)(3) not-for-profit. Founded in 1982, the award-winning organization provides all of its dogs and services at no cost to the people across the nation who need them. It is the only accredited guide dog school in the Southeastern United States. Southeastern Guide Dogs provides and trains extraordinary guide/service dogs to those who were born blind and those who have suffered from vision loss over the years.

Through this incredible program, Mastro Subaru has sponsored several dogs. Our latest ambassador of the program is Big Jake, who was adopted by Mastro Subaru owner Stephen and his wife Stephanie. Big Jake will be traveling with the Mastro family at the store and around town to help raise community awareness regarding this phenomenal program. Big Jake is friendly, mellow, and loves to hunt for treats.

While the organization's mission focuses on helping those who are cannot see, the non-profit also advocates for those who have seen too much through their Paws for Patriots program.



Paws for Patriots



Many heroes have two legs, but some have four. We are incredibly proud of our partnership with Southeastern Guide Dogs and their Paws for Patriots program.

While people with disabilities have long been partnered with service dogs, Post-Traumatic Stress Disorder (PTSD) and psychiatric service dogs are a relatively new resource. The Paws for Patriots program helps American heroes find freedom and healing once again with the help of facility therapy dogs and emotional support dogs. Their goal is to empower veterans to return to civilian life with dignity and independence. In the past, we were lucky enough to sponsor Mastro, a yellow Labrador puppy who later completed his training to be a certified veteran service dog for a veteran with severe PTSD.



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Subaru Love Promise Commitment

As a Subaru retailer for 46 years, the Mastro family has devoted our time and resources to helping others in need. Over the years, our commitment to Subaru Love Promise has expanded significantly through our partnership with Southeastern Guide Dogs and their Paws for Patriots program. Sharing our partnership's story with Subaru of America, Inc. headquarters has allowed us to spread our marketing message and enable other Subaru retailers to also develop partnerships with non-profits in their local communities.

2015	2016	2017	2018
\$27,481.69	\$49,556.82	\$84,646.08	\$105,991.00
<ul style="list-style-type: none"> • \$11,213.28 SOA • \$13,740.85 Mastro Subaru Optional Donation • \$2,527.56 SOA, Separate Bonus Donation 	<ul style="list-style-type: none"> • \$13,260.91 SOA • \$13,260.91 Mastro Subaru Match • \$23,036.00 Mastro Subaru of Orlando Separate Bonus Donation 	<ul style="list-style-type: none"> • \$19,780.38 SOA • \$19,780.38 Mastro Subaru Match • \$22,542.66 SOA • \$22,542.66 Mastro Subaru of Orlando Match 	<ul style="list-style-type: none"> • \$32,377.00 SOA • \$26,498.00 Mastro Subaru Match • \$20,618.00 SOA • \$26,498.00 Mastro Subaru of Orlando Match

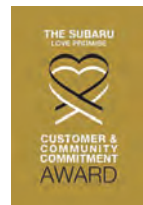
In 2017, we raised \$84,650 for Southeastern Guide Dogs. In 2018, Mastro Subaru donated \$105,990 to Southeastern Guide Dogs at our annual fundraising walkathon. Our partnership with Southeastern Guide Dogs has allowed us to also work with Bayshore Animal Clinic, a local veterinary practice that has generously donated time and resources to the cause.

This year, we were honored to receive the 2019 Subaru Love Promise Customer Commitment Award, highlighting our exceptional customer service that builds lifelong relationships with our customers. Furthermore, our Tampa and Orlando locations received the 2019 Subaru Love Promise Customer and Community Commitment Award, recognizing both phenomenal customer service as well as an outstanding commitment to supporting passions in the local community. Our Tampa location was the first Stellar Award winner in the state of Florida, which is Subaru's most recognizable and prestigious award.

"We've been so proud to be a part of Southeast Guide Dogs and working with them for several years now. One of the things that is so special about this event is that what really brought Subaru America, corporate, to Southeastern Guide Dogs, and that is our local retailer here, Mastro Subaru. Mastro Subaru came to me and said you guys really need to be looking at this organization and it has just been fantastic since then."



**John Ross, Zone Marketing Manager,
Subaru of America, Inc.**



Other Charitable Actions

Over the past several years, the Mastro family has collectively contributed \$500,000 to local charitable organizations. We're always looking for ways to give back to the community that has given us so much support over the years. Every month, we select inspiring stories to feature on our website from customers and partners around our area who strive to support our collaborative commitment. All the organizations we support have an unwavering dedication to improving the world and the lives of its people. Other partnerships we have fostered over the years include:

- **Bark in the Park**
- **Bayshore Animal Clinic**
- **Festa Italiana**
- **Halax Trophy**
- **Homeless Children of Seminole County**
- **Humane Society of Tampa Bay**
- **International Institute of Orthotics & Prosthetics (Helping disabled veterans)**
- **Jesuit High School**
- **Lake Mary High School**
- **Meals on Wheels**
- **Paddle for the Cure**
- **Pet-A-Palooza**
- **Seminole County Animal Services**
- **The Tuxes & Tails Masquerade**
- **The University of Tampa**
- **Wounded Warriors**

We are extremely proud of our many efforts over the years and are extremely grateful to serve and support the causes that we hold closest to our hearts.



Little Flower Convalescent
1223 Highland St, North
St. Petersburg, FL 33701

Dear Pete,
We just want to thank
only for the best of care
for having the finest
Our problem seemed
but Sean worked
hours of his pre
finally brought
and peace. The
front desk was
and so will

We left Mastro
feeling we had met
of humanity.
Our prayers will be that
continues. May God
staff.



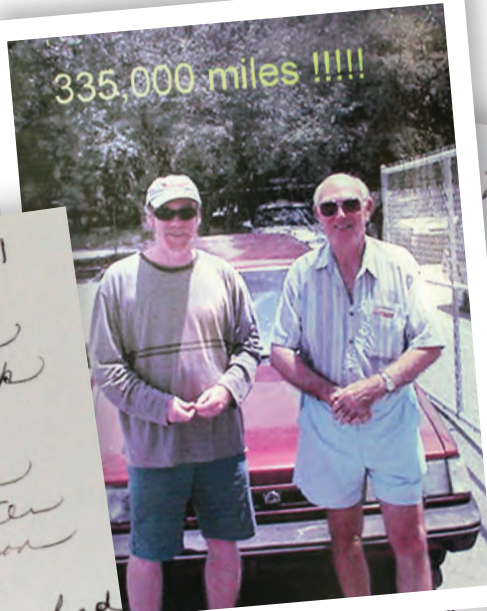
180,000 miles and counting.



239,000 mi



Dear Pete.
Just wanted
you to know-
what you did
was appreciated.
Always taking care
being my car
in guidance.
for years...
could not have a
better place than Mastro Subaru
Thank you so much.
Sincerely
Cecilia P. Raynolds.



To Subaru Repair Svc. 6-29-07
 attn. Will
 Thank you so very much for
 fixing our 1998 Subaru Outback
 last week.

For quite some time I figured
 it must be the alternator so after
 having a new battery here in Presdon
 we happened to be in Tampa &
 the car shut down on us & we had
 to have it flatbedded to you.
Subaru has the best
the whole



have.
 had
 had
 else
 team.

Burruss
 FL.

Mr. Inghs,
 Thank you so much for
 your help and that of
 your team (Sean & Phil)
 making our Outback
 chase a pleasant experience.
 I saw my privacy requests
 a bit unusual, but I
 appreciate your knowing
 them.

We really like the vehicle
 so far and look forward to
 the Love Brooke when we return
 from our trip.

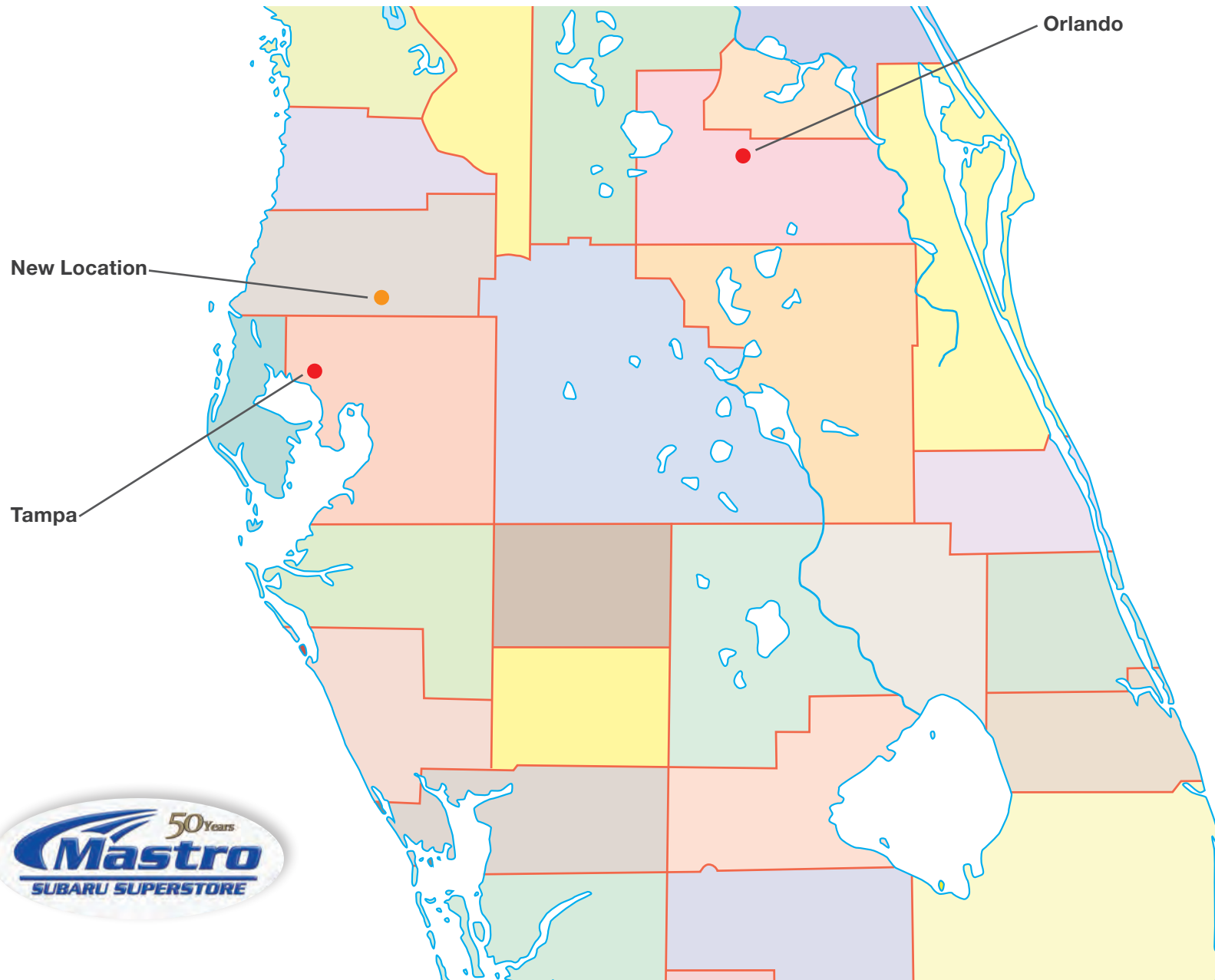
Sincerely,
 Maury & Carolyn Linkous



Mastro Subaru of Wesley Chapel Overview

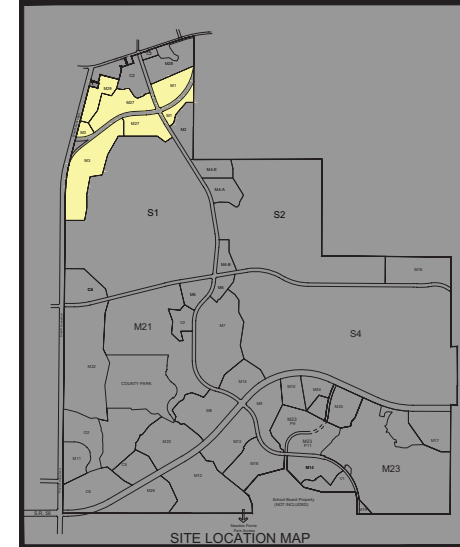
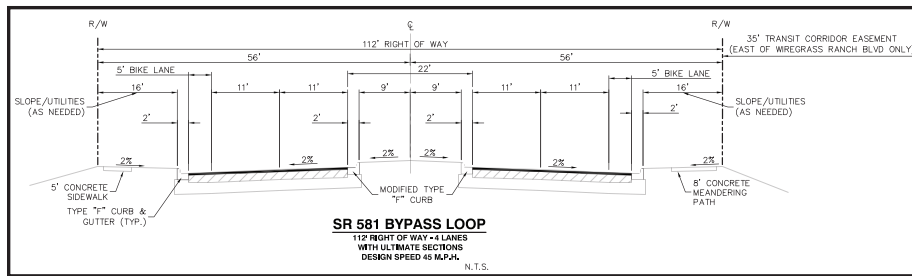


Retail Site Locations



Wesley Chapel Site Details

- Prime real estate on Bruce B Downs Blvd and near State Road 54
- Extremely close to I-75 – with 53,926 people living within a 10-minute drive to the location
- Proposed new roadway on the south side of property
- 6 acres



- 30,000+ sq. ft. facility
- 5-10 car showroom
- More than 25 stalls, all Subaru exclusive
- Four-lane, enclosed service drive with two dedicated to Subaru Express Service
- On-site dog park

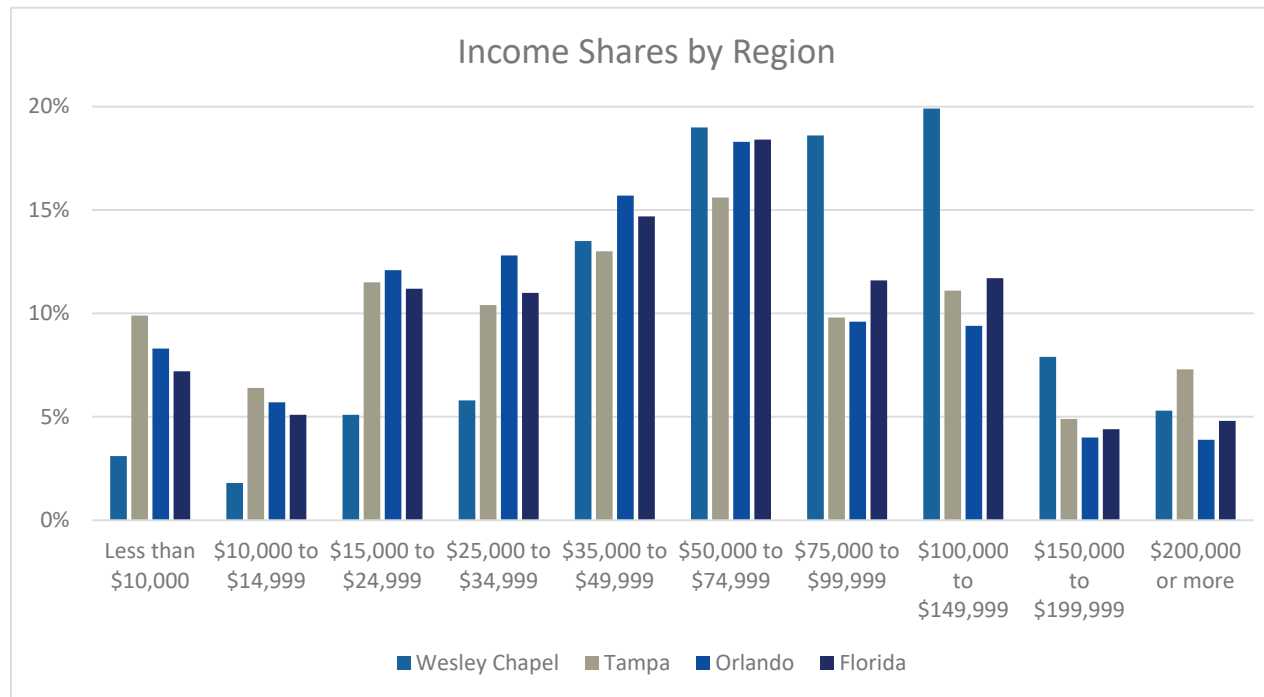
"Can't thank Mastro Subaru enough for their exceptional customer service and the care they have taken to our car and family. Andy in sales and the entire service department is wonderful. Thank you!"

facebook *User: Resident of Wesley Chapel, FL*



Market Analysis

The Wesley Chapel region is a rapidly-growing and affluent hotspot of the greater Tampa Bay area. Its close proximity to both I-75 and I-275 provides local businesses with a pipeline to commuters from other parts of the Tampa area and surrounding counties. Wesley Chapel is home to two large shopping centers* that have shown enduring longevity and strong growth despite nationwide trends against shopping-center traffic. Wesley Chapel also boasts a large, suburban, wealthier, upper-middle-class population that aligns strongly with the target demographic of Subaru purchasers.

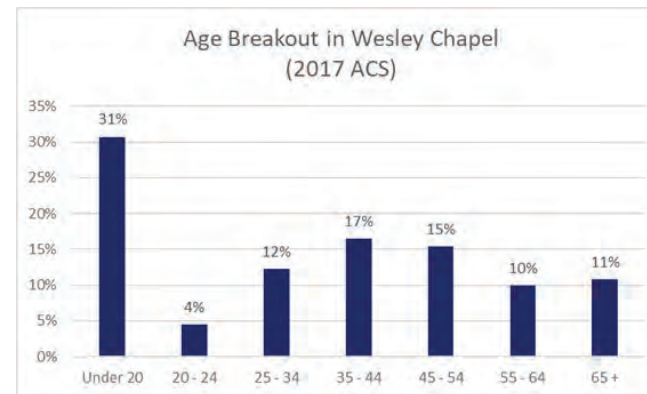
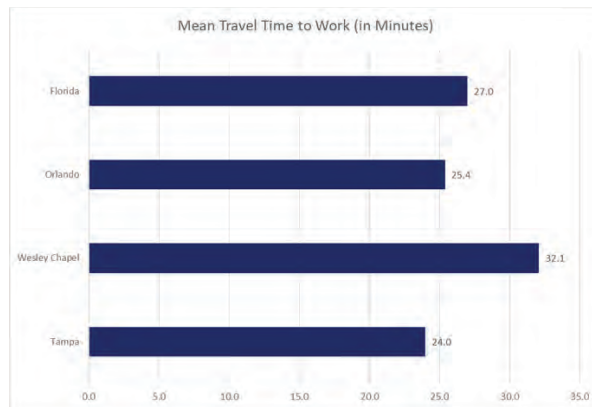


* <https://www.tampabay.com/news/business/retail/wesley-chapel-continues-to-thrive-and-expand-despite-a-national-retail/2332444>

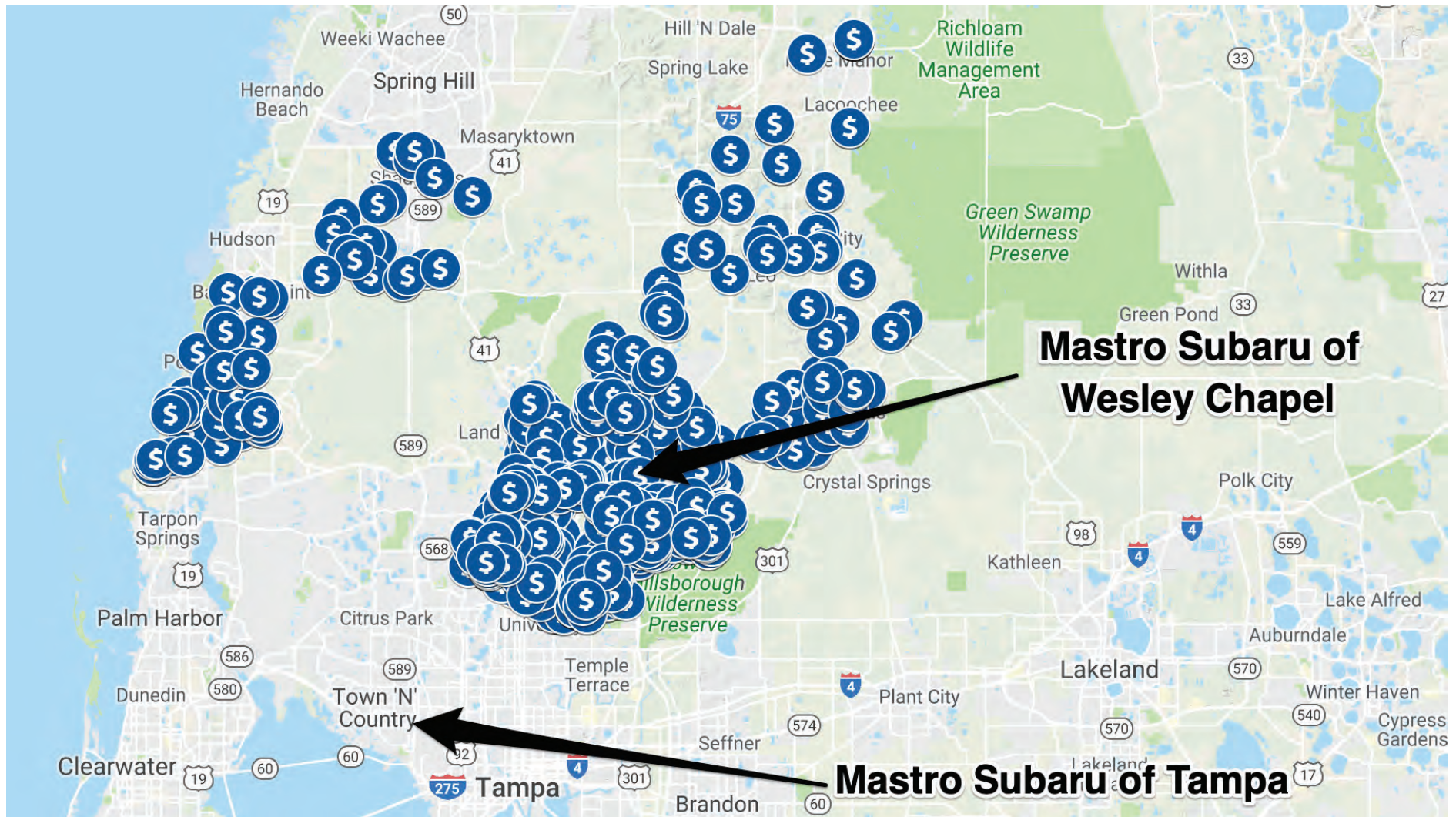


In addition to having a large share of commuters to the area, Wesley Chapel has notably higher mean commute time than the other regions in which Mastro Subaru has found success. This, combined with the higher-than average income of the region, will make for more service visits for the loyal customers established in the Wesley Chapel market.

Demographically, Wesley Chapel's population is noteworthy for the amount of families that reside there; 31% of the town is comprised of those under 20 years old – in contrast to Tampa at 25%.



These factors all point to Wesley Chapel being an ideal location for our next site. At Mastro Subaru, we know that we will thrive in Wesley Chapel. Not only are the economic factors indicative of strong growth, but we already have established brand equity in the Pasco County area. Overall, 18% of sales originate from the region of Northern Hillsborough County and Pasco County. Solely in Pasco County, we have sold 411 cars in the prior 7 years and serviced 360 customers in the past year.



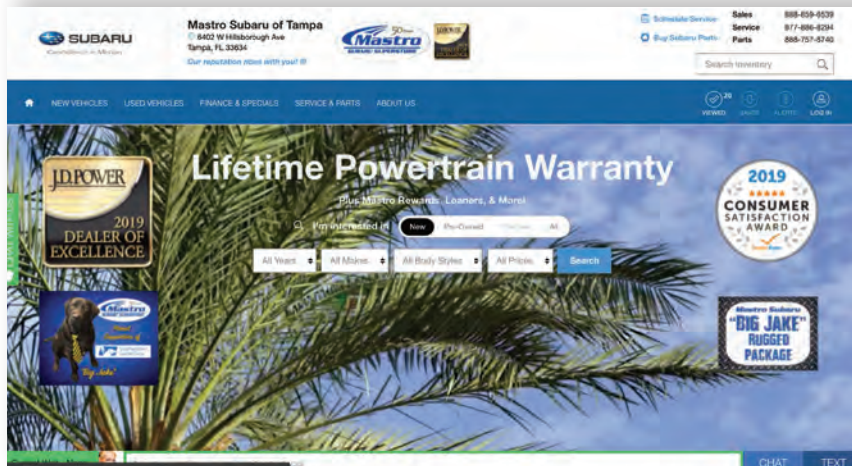
10% of Mastro Subaru of Tampa's 2018 sales and service originated from Pasco County and Northern Hillsborough (Wesley Chapel Market)



The Mastro Marketing Approach

Our marketing strategy for Mastro Subaru of Wesley Chapel will follow the same model successfully applied to both our Tampa and Orlando sites. Our approach will utilize a mixed-media advertising buy strategy involving television, digital, social media, and web. In addition, we will look to implement activities at two of the larger, newly developed malls in Wesley Chapel along with additional grassroots efforts to build awareness and increase exposure for our new dealership.

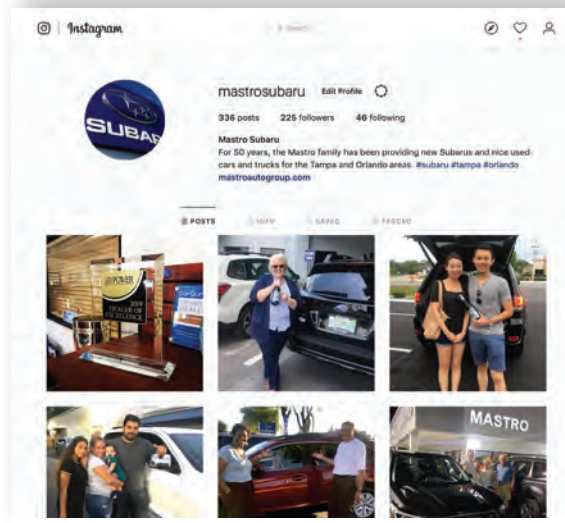
Our strategy for television will consist of joint advertising within the DMA that will leverage the strength of the Mastro Subaru name. Our advertising program has been committed to television for the last 30 years. For our new location, we will our television advertising to increase the number of advertisements seen in the Tampa Bay DMA. Digital will follow the strategy deployed at our Tampa and Orlando locations to great effect. This effort aims to aggressively promote the Wesley Chapel site as soon as possible; the aim is to create an initial influx of foot traffic at the new location. This approach will be a dual message strategy that spans new car sales as well as services.



For digital marketing, the foremost priority is activating a standalone Mastro Subaru of Wesley Chapel website. This allows for a central referral source for other digital marketing efforts, fosters a sense of brand longevity and durability, and most critically, allows for search engine optimization and marketing. We will tactically leverage social media as a component of our digital advertising, interspersing posts throughout our other ongoing marketing efforts.

Facebook, Twitter, Instagram, and Yelp will be our primary social media channels through which we will distribute content.

In December of last year, The Tampa Bay Times reported that southern Pasco County has continued to see meteoric growth in new businesses and development. Both Wiregrass and Tampa Premium Outlet Malls have boomed with intensity during this same window. These retail centers attract hundreds of shoppers on a weekly basis; further, the sites' close proximity to I-75 and I-275 makes each of them promising destinations for commuting and regional patrons. We see both as an opportunity for signage, car displays, and for the promotion of special events.



The local community is a bedroom community with several subdivisions and retailers with local business centers. We would explore specialized programs and local partnerships with schools and businesses to earn the trust and confidence of the community.

In terms of creative messaging, we will continue to focus on our long-standing tagline: "Our Reputation Rides With You." We consistently promote our history as a family-owned and operated business. Growing into the future, we will continue to promote this unique aspect of our business as well as our strong relationship with the Southeastern Guide Dog Association.

* <https://www.tampabay.com/hillsborough/year-in-review-when-it-comes-to-business-its-booming-in-carrollwood-wesley-chapel-20181227/>



"It's been two years since I bought my car from Mastro and I couldn't be happier. Rachel went above and beyond to get me behind the wheel! When I bought the car I was recovering from an injury and I could barely walk, let alone drive. She was kind enough to take time out of her day to drive it home for me so I could drive it when I was strong enough. Since then I look forward to when I'm due for an oil change. Everyone is such a joy to work with. The service guys are the best. They're always helpful and so fun. Thank you for all you do and continue to do. If the day ever comes that I want another Subaru, I know where I'm going. PS your coffee machine is amazing!"

facebook *User: Resident of Tampa, FL*





"Awesome dealership. Great cars! Best car buying experience we have ever had, period! If you want a Subaru, buy it from Mastro. Family owned and it showed. Purchased a 2017 Outback. The car is crazy nice and has more tech than the space shuttle. If you love your family and like safety, nobody can beat the safety features these cars have, and it's AWD. Best car we have ever purchased. We looked at all brands including the German ones and nothing touched this car."

facebook *User: Resident of Lutz, FL*

Conclusion

Working on behalf of Subaru has been incredibly rewarding. As the 26th oldest Subaru dealership in the nation, and the oldest in the state of Florida with 46 years solely serving the Subaru brand, we are honored to be considered for the Wesley Chapel site. As a family-owned and operated business in Central Florida, we have personally witnessed the tremendous growth within the region. In response to this growth, our proactive and forward-thinking management style has motivated us to support our community by telling the Subaru story. We celebrate diversity and are consistently promoting our charitable and sustainability efforts.

Mastro Subaru has a dedicated team of professionals who are experienced in all aspects of owning, managing and operating a Subaru dealership. With a long-standing reputation in the region, our teams in both Tampa and Orlando work together to provide superior service while also giving back through our many philanthropic endeavors. Our financials prove that we operate multiple established, organized Subaru locations with the utmost responsibility and integrity. Within the Subaru family of dealers, we have won many awards and have developed partnerships that have allowed us to inform the public about important causes which aim to improve the lives of others.

Celebrating our Hispanic roots, we are members of the National Association of Minority Automobile Dealers (NAMAD). In addition, our partnership with Southeastern Guide Dogs and their Paws for Patriots program has generated community awareness and donations to support those who are suffering or in need of assistance. As an Eco-Friendly Retailer, we are committed to sustainability and protecting the environment. For the past 10 years, Mastro Subaru has consistently achieved among the top sales, service, and parts in our zone. Our dealerships have also received Subaru Stellar Performer Award several times.

In addition, Mastro Subaru has always been devoted to contributing to all of Subaru's marketing endeavors. It is the intent of Mastro Subaru of Wesley Chapel to participate in selling only Subaru added security (SAS) products, install and activate two Subaru Express Service lanes, and continue with a Subaru Service Loaner Program (SSLP) with a minimum of 15 vehicles in service at a utilization rate of 90%. For the new Wesley Chapel location, we looked at several sites and secured a letter of intent with a Wiregrass Development group. Mastro Subaru will have two million dollars in working capital as well as \$6.5 million in floor plan credit.

Thank you for considering Mastro Subaru for the new Wesley Chapel location. With 50 years serving the Central Florida market, the Mastro team looks forward to growing with Subaru and is thrilled for the opportunity to drive the brand to extraordinary new heights.



"Mastro Subaru is a good example of an auto dealership that treats buyers and shoppers well. Our salesperson, David, was friendly, professional, knowledgeable and patient. Not pushy! On the day I was there (Saturday), the dealership provided free lunch and hosted a local animal adoption rescue charity inside its dealership. I will recommend David and Mastro."

Google User: Resident of Tampa, FL





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