

Mark D. Schmitz Ph.D.
2025

ACADEMIC

B.S.; Purdue University	Economic Honors 1969
Ph.D.; North Carolina-Chapel Hill	Economics 1974

PROFESSIONAL

Mark D. Schmitz & Associates	1984-
<i>AUTO</i> <i>SOFT</i> , Inc.	1992-2010
MAS, Inc.	1985-89
Economics Professor	1974-85

DEALERSHIP VALUATION & LITIGATION

600+ Valuations of Automobile, Truck & Motorcycle Dealerships since 1987.

Dealership Valuations

Estate Plans, Gifts & Trusts
Divorce & Partner Buyouts
Buy/Sells
Capital Loans & Lender Liability
Franchise Terminations (e.g. Mercury)

Factory Valuations

Buyer Rejections & Terminations
Bonus & Facility Programs
Dealership Buy Backs
Add Points
Franchise Terminations & Additions (e.g. Sprinter)

Expert Testimony States:

Arizona, California, Colorado, Connecticut, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Montana, Ohio, Nevada, New Jersey, New York, North Dakota, Oklahoma, South Carolina, Tennessee, Texas, Utah, Washington, Wisconsin & Wyoming.

Law Firms (partial):

Barrack Ferrazzano	Foley & Lardner	Ropes & Gray	Day Pitney	Mintz
Williams & Connelly	Strasburger & Price	Berkowitz Cook	Menden Freiman	Benesch

FINANCIAL SOFTWARE DESIGN/DEVELOPMENT

Profit Planner for Mercedes-Benz USA	Profit Planner for Freightliner LLC
Business Management for BMW, Honda & Kia	<i>AUTO</i> <i>SOFT</i> analysis software (sold 2010)
Development, processing and/or consulting for Ferrari, Harley-Davidson, Honda and Kia	

FINANCIAL MANAGEMENT SEMINARS & PRESENTATIONS:

Over 200 seminars on small business and dealership financial analysis and software applications:

Associations:

National Automobile Dealers Association
Canadian Auto Dealers Association
American Bankers Association
AICPA
State & Provincial Dealer Associations

Manufacturers:

Mercedes-Benz
BMW USA
Acura & Honda
General Motors
Freightliner

Financial:

M-B Financial
BMW Financial
Honda FS
Chrysler FS
NMAC

Dealer associations including Alberta, Arizona, British Columbia, Detroit, Georgia, Illinois, Iowa, Maryland, Minnesota, Montana, Nebraska, New Mexico, North Carolina, Pennsylvania, Wisconsin & Washington

PUBLICATIONS

Author or co-author of numerous books and articles including:

<i>Guide to Valuing an Automobile Dealership</i> (NADA 1989)	<i>Financial Management of an Auto Dealership</i>
<i>Acura Dealer Accounting Manual</i> ; 2009-11	<i>Honda Dealer Accounting Manual</i> ; 2002-11
<i>BMW Retailer Accounting Manual</i> ; 1999-2002	<i>Lexus Dealer Accounting Manual</i> ; 2010-11
<i>Mercedes-Benz Retailer Accounting Manual</i> ; 1999-2011	<i>Toyota Dealer Accounting Manual</i> ; 2010-11
<i>Meeting the Challenges of Office and Business Management</i> (NADA)	<i>Small Business Banking</i> (ABA 1988)