

Market for dealerships is shifting; an expert explains how

November 7, 2011 @ 12:01 am

Mark Johnson: Pricing, trends and '12 outlook

The climate for buying and selling auto dealerships is shifting rapidly. Who's buying? How much is being paid? And why?

Mark Johnson, whose firm, MD Johnson Inc., advises on the sale and acquisition of dealerships nationwide, will provide answers this week in an online presentation, "Dealership buy/sell: What you need to know to understand a market in turmoil."

This one-hour Automotive News Intelligence Webinar will be held on Thursday, Nov. 10, at 2 p.m. Eastern time. The cost is \$99. Go to autonews.com/webinars to sign up.

Johnson will discuss pricing and finance trends, as well as the concerns and objectives of buyers and sellers. He will also discuss the outlook for 2012.

This is Johnson's second annual "buy/sell" Webinar with *Automotive News*. The event will conclude with a question-and-answer session. Attendees will be able to anonymously ask questions about their brand and market. *Automotive News* Publisher Peter Brown will moderate.

Brand insight from IBM

Brands can be made or broken instantly in an age of immediate worldwide communication.

Three experts from IBM will discuss the challenges and opportunities confronting marketers in a free Webinar, "From stretched to strengthened: Insights from the Global Chief Marketing Officer Study."

This Webinar, sponsored by IBM, will be held Tuesday, Nov. 8, at 2 p.m. Eastern time. Sign up at autonews.com/webinars.

