

Sunday Closing Good for Consumers

Over 75% of vehicle purchases are financed, which means that the seller needs at least one lender to be open for business. The banks are closed on Sundays as are most of the businesses that motor vehicle dealers rely on to verify the identity and creditworthiness of their customers. Dealers cannot afford the fraud risk associated with handing over the keys to a \$30,000 vehicle without verifying the identity and creditworthiness of their customers.

Consumers do not purchase vehicles on the spur of the moment. A motor vehicle is the largest or second largest purchase most people make. The average vehicle age on the roadways today is 11 years old, which means that a vehicle is something that person buys with the intent of holding onto it for several years. Before making this multi-year commitment, a vehicle customer typically spends many hours researching vehicle prices, vehicle safety and reliability reviews, trade-in value and vehicle financing to select the right vehicle for his or her needs and budget. Much of this research is increasingly conducted at home over the internet, so that when a customer first comes into the dealership he or she is well into the selection process.

Because many dealership employees are paid on commission, they often feel pressured to be in the dealership whenever it is open to avoid losing a commission to another employee. Otherwise, a sales person can put a substantial amount of effort into putting a sale together only to risk losing the commission if he or she is not at the dealership when the customer comes in to finalize the sale. Pressure to be at work 7 days a week, even if it comes from the employee and not the employer, makes it more difficult to hire quality employees and leads to employee turnover. Although motor vehicle dealers pay competitive salaries, retaining talented staff is difficult because of the long hours that dealership employees already put in.

Opening on Sundays would increase dealership costs without increasing sales. The end result would be higher vehicle prices for the consumer.

Finally, many vehicle shoppers like to use Sundays to “window shop”. These customers like to look at vehicles on dealership lots without talking to a sales person.

Quick Facts highlighted

- Over 75% of vehicle purchases are financed. Dealers need lenders and verifiers of identity and creditworthiness open to complete vehicle sales.
- Consumers do most research on vehicle price, safety, reliability, and financing before approaching a dealership. Long dealership hours on weekdays and Saturdays provide more than sufficient opportunity for customers to complete vehicle purchases.
- A seven day work week makes it difficult to hire and retain quality sales staff. Dealership sales staff are highly trained and training new personnel increases dealership costs. Retaining quality sales people is an important component of providing a satisfying customer experience.
- Opening on Sundays would increase dealership costs without increasing sales. The end result would be higher vehicle prices for the consumer.
- Finally, many vehicle shoppers like to use Sundays to “window shop”. These customers like to look at vehicles on dealership lots without talking to a sales person.