

HOW TO BUILD A SUCCESSFUL COMPANY WITH A TRUSTED PARTNER

SITUATION

Brandon Seibert began his career in a dealership his family owned, about the time the Internet was beginning to disrupt traditional vehicle sales processes. Recognizing the opportunity to sell online, Brandon – with a knack and talent for technology and marketing – convinced the family to let him develop the dealership’s website and other e-commerce platforms. He was an early pioneer in the development of online marketing and digital retailing.

CHALLENGE

When the family decided to sell their dealership, Brandon had a decision to make: find another job or parlay his web skills into his own business. That’s when **Seibert Ventures** was born. Brandon began to manage websites and digital marketing for other dealers. After several years of working on other people’s advertising, Brandon came to a life-changing realization: The best margins are in selling directly to end-users. Brandon decided to focus on a platform to sell promotional and sales aid items directly to dealerships nationwide. With plenty of Internet skills, Brandon faced only one big challenge: He needed a reliable source of supply.

“Every single point of every interaction with ASP, my trust has only grown...”



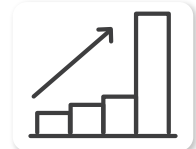
BRANDON SEIBERT
President
Seibert Ventures



100%
ONLINE SALES



8
ON STAFF



350%
GROWTH RATE

SOLUTION

To build the company he envisioned, Brandon had two choices: Secure loads of capital or find a partner who already had the products, the inventory, the technologies, the people, and all the capabilities he needed. Earlier, a friend had introduced Brandon to **ASP**, and **Seibert Ventures** had become an authorized Distributor. Brandon realized the relationship he already had with ASP provided him with the very source-of-supply he needed to build a national business.

BENEFIT

In discussions with ASP about his plans, Brandon wanted assurance on key points. He explains, "My biggest challenge came down to trust. I'm building a company with a partner. At the end of the day, losing ASP as a partner is a huge problem. I have to be confident they are going to treat their Distributors as a long-term relationship. We are leveraging all the staff at ASP, their technology, and their partnerships. They give us products, marketing materials, they negotiate on our behalf. ... I look at everybody there as an extension of our company. And with every single point of every interaction with ASP, my trust has only grown."

RESULT

Seibert Ventures sales are up 350% and growing. The company operates 100% online, and Brandon says they have only scratched the surface of all the opportunities that exist across numerous markets.

"I truly feel like the staff at ASP is on my team," Brandon says. "People always ask how many people I have," Brandon continues, "and I have 8 direct employees, but the truth is I have dozens on my team thanks to my relationship with ASP!"

“I said to myself, ‘Our market is at the right place, our partner is good ... so, let’s go for it.’ We divested other interests ... moved into larger space ... and committed to the Internet business with **ASP**. It worked!”

Seibert
VENTURES

BRANDON SEIBERT
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