



July 8, 2020

Greetings from VADA,

In today's message, see that the U.S. Small Business Administration (SBA) published the names of borrowers who received Paycheck Protection Program (PPP) loans of \$150,000 or more. We offer help to anyone facing internal or external questions about a PPP loan plus a useful NADA document on how the PPP has benefitted dealership employees. Also, read that Congress passed and President Donald Trump signed legislation extending the deadline for applicants to pursue a PPP loan. Shifting to the state level, review Executive Order 67, the Guidelines for All Business Sectors for Phase Three, and, importantly, our analysis of Phase Three to ensure you understand the health restrictions on your business and customers. Lastly, check out an interview CBT News conducted yesterday (July 7) with Adam Robinson, CEO of VADA partner company Hireology.

SBA publishes names of PPP borrowers of \$150,000 or more.

On Monday (July 6), [SBA published the names of PPP borrowers of \\$150,000 or more](#), including [Virginia borrowers](#).

This information release was a bipartisan effort negotiated between Congress and SBA (which oversees the PPP), with Treasury expressing concern for the privacy of sole proprietorships and self-employed borrowers. The goal of the release is to ensure that the interests of both transparency and protections for small businesses are served.

- Businesses receiving loans of \$150,000 or more are identified by name and with more identifying geographic detail than borrowers with loans below \$150,000.
- The names of borrowers with loans smaller than \$150,000 will not be released.

Loans are organized by state, and borrowers are grouped in ranges by loan size. Additional demographic information is also available. Size ranges include:

- \$150,000-\$350,000
- \$350,000-\$1 million
- \$1-2 million
- \$2-5 million
- \$5-10 million

With this information now publicly accessible, VADA members that received PPP funding might get inquiries from media or the public regarding their loans. Like other Virginia businesses, the Commonwealth's franchised new car and truck dealers have felt the impact of COVID-19, with auto sales and service levels dropping significantly.

If you receive inquiries or need guidance on how to respond, we can help but first need to understand your situation. You also might consider reviewing NADA's fact sheet about [How Congress' Paycheck Protection Program Benefits Dealership Employees](#). In any event, should questions arise from those inside or outside your organization, it's important that you speak with a single voice, even if you have multiple stores.

Federal assistance through the PPP has helped keep our dealerships open and better able to serve both employees and customers. As designed, PPP funding has made it easier for dealers to keep their teams in place, so that employees can provide for their families and help meet varying customer needs during this difficult time. We are grateful for the assistance and the continued opportunity to employ and serve so many friends, neighbors, and others in the communities we call "home."

Please reach out if you need assistance or have questions.

New federal law reopens the PPP.

Over the holiday weekend, President Trump signed federal legislation reopening the \$660 billion PPP. The program was slated to end June 30, but the new law extends that deadline five weeks to August 8. The [latest SBA report of PPP loan activity](#) shows north of \$130 billion remaining in PPP funding as of June 30. SBA resumed accepting new loan applications yesterday (July 7).

Whether you're considering a PPP loan or you've obtained one and are now pursuing loan forgiveness, helpful resources from SBA and NADA are available:

SBA:

- [PPP Webpage](#)
- [PPP Borrower Application Form](#) (revised June 24)
- [PPP Standard Loan Forgiveness Application](#) (with [instructions](#))
- [PPP EZ Loan Forgiveness Application](#) (with [instructions](#))

NADA:

- [CARES Act FAQs](#) (updated July 6)
- [Analysis of PPP Loans: Use of Proceeds and Forgiveness](#) (updated June 22)
- [Webinar on The Paycheck Protection Program Flexibility Act of 2020: Impact on the Use and Forgiveness of Loan Proceeds](#)

Virginia has been in Phase Three since July 1. Know what's required.

Gov. Ralph Northam's [Executive Order 67](#) brought every locality in the Commonwealth into Phase Three of the "Forward Virginia" reopening plan last Wednesday (July 1).

Phase Three presents less health restrictions on businesses and individuals than did Phases One or Two. For instance, there's no longer a numerical or percentage capacity limit for a dealership's sales and finance departments.

That said, Phase Three does *not* return Virginia's franchised new car and truck dealers to business as usual. Important requirements remain for VADA members under Executive Order 67 and the corresponding [Guidelines for All Business Sectors for Phase Three](#).

To help your business understand and comply with the mandates, review our [Reopening Phases Overview](#) and, specifically, our [Phase Three analysis](#) within the VADA Coronavirus (COVID-19) Resource Center. The Commonwealth of Virginia also has compiled helpful [Phase Three FAQs](#).

CBT News interviews Adam Robinson, CEO of VADA partner Hireology.

Yesterday (July 7), Hireology CEO Adam Robinson joined CBT News' Jim Fitzpatrick for a discussion about dealership employee hiring and retention considering the pandemic.

[Hireology](#) is a VADA partner company that specializes in helping businesses attract and maintain the top talent in the workforce. On its website, Hireology states it works with one in every five dealerships in the U.S. And, as its "Chief Hireologist," Robinson frequently speaks and writes on the future of the automotive industry from a dealership hiring and human resources perspective.

For sure, the pandemic has created new challenges for franchised auto dealerships. Dealers have met those challenges and, in many ways, evolved the last several months. In the interview, Robinson elaborates on how the industry is changing and how successful dealerships will accomplish their hiring and retention goals moving forward.

Specifically, Robinson says three things separate top dealership employers from everyone else:

- Career paths, including what employees can expect to obtain from their employment beyond a paycheck;
- Pay stability, as higher commissions often lead to higher turnover rates; and
- Work-life balance or, as Robinson puts it, “life,” as people need maximum flexibility, particularly post-pandemic.

Click [here](#) to watch the full interview.

More than ever, it is a pleasure to serve the new car and truck dealers of Virginia.

Sincerely,

A handwritten signature in black ink that reads "Donald L. Hall". The signature is written in a cursive, slightly slanted style.

Donald L. Hall
President and CEO