

Rally Auto Sales and Detailing LLC
5744 Good Hope Rd, Milwaukee, WI 53223, USA

July 11, 2025

Executive Summary

The Company

Rally Auto Sales and Detailing LLC, (DBA Rally Automotive and Detailing) was founded to combine two complementary services: carefully sourced used car sales, specializing in muscle cars, sport sedans, and performance imports — and professional detailing services that restore and preserve the vehicles' true character.

The name “Rally” was chosen to reflect our mission: to gather car lovers, to bring people together, and to celebrate what makes driving special — whether it’s the rumble of a V8, the lines of a European coupe, or the satisfaction of a freshly detailed daily driver.

From the beginning, we’ve focused on:

- Quality over quantity: We select vehicles we’d be proud to own ourselves.
- Transparency and trust: We share history reports, service details, and walk every customer through the car’s story.
- Detailing as art: Every car is professionally detailed to showcase its true potential, whether for resale, show, or personal pride.

We believe cars do more than get us from point A to B — they bring us together, spark conversation, and become part of our lives. Rally Auto Sales and Detailing LLC exists to keep that spirit alive in Milwaukee and beyond.

The Ownership

The Company will be structured as a limited liability company (L.L.C.).

The Management

The Company will be managed by Brandon Bell.

The Goals and Objectives

Short-Term Goals (Year 1)

- Establish Rally Auto Sales and Detailing LLC as a trusted local brand through word-of-mouth, digital marketing, and community presence.
- Sell an average of 10–30 vehicles per month by focusing on clean, desirable muscle cars, sport sedans, and European performance models.
- Launch the detailing division to service both dealership inventory and walk-in retail customers.
- Build strong vendor relationships to access competitively priced inventory.
- Maintain customer satisfaction by ensuring every vehicle is professionally detailed and transparently represented.

Medium-Term Goals (Years 2–3)

- Achieve year-over-year sales growth of 15–20%.
- Grow the detailing division to contribute 25–30% of total revenue.
- Host quarterly car meets or workshops to deepen community ties and expand our customer base.
- Introduce premium detailing services (e.g., ceramic coatings, paint correction) to capture higher-margin opportunities.

Long-Term Goals (Years 4–5)

- Establish Rally Automotive and Detailing (DBA) as a recognizable regional brand.
- Explore related revenue streams, such as vehicle consignment, specialty vehicle sourcing, or aftermarket parts sales.
- Maintain consistent profitability and strengthen cash reserves to fund future growth.

The Products and Services

We offer carefully selected, high-quality used vehicles and professional detailing services.

The Target Market

The Company 's target market has the following characteristics:

- Age: Primarily 25–54 years old; core buyers tend to be late 20s to mid-40s — old enough to afford a second car or nicer daily driver, young enough to want something sporty;

- Gender: Predominantly male (~70–80%), but with growing female buyer segment, especially among sport sedans and luxury European models;
- Marital status: Mix of single, married, and divorced; emphasis on lifestyle buyers rather than purely need-based shoppers;
- Family size: Many are singles or couples without kids; also young families (1–2 kids) looking for something fun but practical;
- Income: \$50,000.00 to \$100,000.00; and
- Occupation: Skilled trades, technicians, small business owners, sales professionals, managers; many view cars as a hobby or passion.

Pricing Strategy

A mix of economy and premium pricing.

The Competitors

Rally Auto Sales and Detailing LLC competes against a mix of small independent used car lots, national franchise used car stores, private sellers, and local detailing shops. While other independent dealers often focus on price and volume, Rally differentiates itself by specializing in enthusiast vehicles presented to a premium standard through in-house professional detailing. Unlike large chains, we offer a personalized buying experience and niche inventory that appeals directly to local car enthusiasts. Our detailing division also sets us apart, generating additional revenue and strengthening our brand's reputation for quality and care.

Capital Requirements

The Members' initial investment is valued at \$10,000.00.

In addition, the Company will need to obtain a loan in the amount of \$25,000.00.

Marketing Plan

Advertising

The Company will promote the business through:

- Online channels (website, Google ads, etc.);
- Email marketing (newsletters, brand story, etc.); and
- Social media.

Location Analysis

Rally Auto Sales and Detailing LLC's location provides a competitive advantage by offering high visibility to daily commuters along major corridors, easy access for retail detailing customers, and proximity to Milwaukee's strong community of car enthusiasts. Our location combines affordable overhead with excellent market reach, supporting our strategy of offering premium-quality used vehicles and professional detailing services to a diverse local customer base.

Operations

Daily Operations

Rally Auto Sales and Detailing LLC operates six days a week, balancing vehicle acquisition, reconditioning, sales, and detailing services. Daily operations can be broken down into several key areas:

1. Vehicle Sourcing & Inventory Management

- Attend online and in-person wholesale auto auctions and monitor private listings to acquire inventory that fits our target niche: clean, well-maintained muscle cars, sport sedans, and select European performance vehicles.
- Verify titles, vehicle history reports (e.g., Carfax), and inspect each vehicle before purchase.
- Keep inventory balanced: typically maintaining 10–30 vehicles in stock, aligned with sales targets and market demand.

2. Reconditioning & Detailing

- Every newly acquired vehicle goes through an in-house detailing process: interior deep clean,

paint correction, waxing/polishing, engine bay cleaning, and touch-up work.

- Coordinate minor mechanical repairs, tire replacement, or windshield work with trusted local vendors when needed.
- Maintain professional detailing supplies and ensure consistent product inventory.

3. Showroom & Lot Management

- Cars are displayed clean and photo-ready on the lot, with clear price tags and spec sheets.
- Regular cleaning and repositioning keep the lot attractive and engaging to walk-in visitors.

4. Sales & Customer Engagement

- Respond promptly to leads from website, social media, and third-party listing platforms.
- Offer test drives, walk customers through vehicle features and history reports.
- Process paperwork: purchase contracts, title transfers, and DMV submissions.
- Discuss financing options with customers (through preferred lenders or floorplan partners).
- Encourage satisfied customers to refer friends or leave online reviews.

5. Detailing Services for Retail Customers

- Schedule detailing appointments for walk-in or repeat customers (beyond dealership inventory).
- Perform a range of services: basic wash, interior shampoo, paint correction, ceramic coating.
- Maintain detailed customer records for follow-up marketing.

6. Administrative & Back-Office Tasks

- Daily bookkeeping: track sales, expenses, floorplan payments.
- Manage business bank accounts and reconcile inventory costs.
- Update website, social media, and online listings with new arrivals and sold vehicles.
- Weekly review of inventory turnover and profit margins.
- Regular staff meetings to review upcoming inventory, marketing ideas, and operational issues.

7. Deliveries and pickups

- We anticipate 1-3 customer drop-offs or pickups daily for detailing services
- Vehicle deliveries from auctions or wholesalers will typically occur 1-2 times per week, not daily.
- All loading and unloading of vehicles takes place behind the building in our designated unloading area, away from public streets

- Delivery trucks will use the rear lot to safely load and unload vehicles without obstructing traffic or pedestrian access.

Staffing

The Company will employ two full-time employee in the initial startup phase.

Suppliers

Rally Auto Sales and Detailing LLC will utilize a network of outside suppliers to maintain inventory and deliver high-quality vehicles and services. Primary suppliers include wholesale auto auctions and private sellers for vehicle acquisition, detailing product distributors for reconditioning supplies, and local automotive service shops for specialized repairs. Additional partners will provide legal, accounting, and marketing services, while floorplan financing companies and technology providers will support inventory management and sales operations. These outside suppliers are essential to ensuring our dealership operates efficiently and meets its quality standards.

In summary:

Every day at Rally Auto Sales and Detailing LLC is a mix of:

- Sourcing and preparing quality vehicles
- Keeping them perfectly detailed and market-ready
- Providing friendly, transparent sales and customer service
- Offering professional detailing services to keep revenue flowing year-round

This daily process supports the brand's promise: every car we sell is a car we'd be proud to own ourselves.