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BEST DEALERSHIPS TO WORK FOR

Bramgate Volkswagen



Location: Brampton, Ont.

Dealer principal: William Johnston Sr.

Dealership group: Bramgate Automotive Inc.

Number of employees: 60

2017 new-vehicle sales: 795, up 25.9%

2017 used-vehicle sales: 509, up 4.9%

Vice-President Finance and Administration Robert Fazio on unusual methods developed to reward employees and show they are valued: We have implemented customized incentive bonus programs in all departments. We have a Birthday Recognition Program where owners present employees with a token of appreciation for their services on their birthdays. We also have a Years of Service Recognition Program for those celebrating five, ten, 15, 20-plus years. In addition to regular events and a special annual holiday party, we have an Employee Social Fund and employee quarterly published newsletter.

Fazio on helping employees develop a career path: At the time of recruitment, we identify areas of opportunity in the dealership. We engage in regular evaluations to ensure employees are on track within the department and the dealership group. We recently implemented a High Performance Leadership training program to accelerate staff development.

Fazio on the challenges of hiring/retention in the face of dramatic changes in technology and competition for skilled staff: Non-traditional competitors include everything from technology start-ups to social media companies. To attract qualified staff, it is necessary to establish a strong brand in the marketplace. Bramgate Automotive achieves this through our high standards in customer service and employee engagement. This philosophy is reflected in our Vision for Successful Growth: To ensure our customer and employee experience is Easy, Efficient and Enjoyable.