

**J**oe Homen is the general manager and owner of Premier Hyundai and Premier Chevrolet in Seaside. Originally working in downtown Oakland as a car salesman, he started his career in the car business in 1995 — we received exclusive advice and tips from his own expertise.

# PREMIER CHEVROLET OF SEASIDE

In 2019, while he was working at Victory Toyota, it came to Joe's attention that Hyundai and Chevrolet dealerships across the street were closing. As a favor to business acquaintances at the Premier Auto Group, Joe contacted them and suggested they look into the opportunity to purchase these dealerships. Joe took the leap, left Victory Toyota, and became part-owner and general manager of Premier Hyundai and Premier Chevrolet.

In Joe's extensive experience in the car business, he has seen the best and the worst of car dealer management and swore that if he ever owned the dealership, he would run it like a family — with empathy and respect for the people working for him as well as for his customers.

Joe works hard on community involvement. He sponsored a food drive in the community in cooperation with the local food bank and proudly filled 650 vehicle trunks with food.



For Halloween this year, Joe also partnered up with the Monterey County Fairgrounds to set up a candy giveaway in which other businesses could participate. Each business sponsored a trunk full of Halloween candy!

Although COVID-19 has hit businesses hard, Joe felt that his experience working through other crises, such as the economic meltdown of 2008, allowed him to be better prepared for the situation. Unfortunately, he did have to reduce staff and tighten spending to survive, but he reacted quickly to minimize the damage. Joe has spent years refining the online selling of vehicles, and this proved to be highly beneficial as COVID challenged him to continue to sell vehicles while complying with new restrictions.

Joe's best advice is don't make business decisions based on gut feelings. Use science and data to make critical decisions for the best outcome.

THANKS

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