



**“We lead you through the profitability maze”.**

CONDEVCO LLC / CONVENIENCE DEVELOPMENT CORP

## THE “METER” NEWSLETTER

### “THE METER”

VOL1, ISSUE4, DEC 2, 2008

#### Sell More Gasoline!!

Well, here it is...Unleaded Regular under 2.00/gal in most of the country, diesel back under 3.00/gal, the rapid drop in prices as unexpected as the rapid run up to the 4.00/gal.+ range over the spring and summer. As I write this on the afternoon of December 1, 2008, I see Crude oil under \$50.00/bbl, and NYMEX RBOB under \$1.12/gal. What year is it, anyway? The last time the benchmark WTI crude was priced at this level was in the third quarter of 2004. Ahhh, the good old days!

Most of the operational and management employees at firms we've either operated directly or consulted for know the three words we've driven to success in the past...**“Sell More Gasoline!”** (Fuel).

It's hard to be pumping good gallonage and not do well on inside sales, you have to do a notably bad job of convenience retailing in order to not have the corollary of **“Increased Gallons pumped = increased inside sales”** not ring true.

As we have designed and operated units and chains over the years, this has been our guiding principle:**“To use the strength of the constant traffic flow that a petroleum outlet provides to drive the enhanced revenue flow and operating margins that a Convenience store (and/or fast food outlet) outlet achieves.”**

This simple philosophy is the reason that gasoline retailers have sold additional items since before Standard Oil was broken up. While we're not advocating any “price wars” breaking out on hotly competitive

corners, we certainly believe that fuel pricing can again become a major driver behind store merchandise and foodservice volumes and subsequently, increased location profitability.

Condevco has an affordable solution that services your individual sites, and that allows for fuel pricing that drives traffic to your site, while still maintaining competitive and better margins on fuel. Contact us for details. ([Click to Contact on Better Fuel Pricing](#))

#### Become a Jobber in Margaritaville, The Conch Republic!

How about distributing fuel in Paradise...

Condevco LLC is co-marketing a branded distributorship, available and based in the Florida Keys. Why fight the cold weather anymore? 5 Station sites in Florida, 2 Bulk plants in the Keys, and 19 supply agreements, and plenty of direct to the consumer tankwagon business await the lucky new owner of this long-established firm. [Click to Contact us for an NDA and details on this unique opportunity!](#)

#### Florida Station Owners - Tank-swap Financing

Hey Florida Station owners who haven't switched out their tanks yet!



*Let's Sell More Gasoline...*

*The market's heating back up*

#### ABOUT CONDEVCO LLC AND RON & DARCEE SANTICOLA

RON SANTICOLA HAS BEEN IN THE CONVENIENCE STORE BUSINESS FOR 14+ YEARS HERE IN FLORIDA AND INTERNATIONALLY, AS A “C” LEVEL EXECUTIVE AND CONSULTANT. AWARD-WINNING AND RESPECTED INDUSTRY LEADER. DARCEE SANTICOLA IS AN AWARD-WINNING STORE DESIGNER AND SPACE PLANNER. WE MERCHANDISE LOCATIONS AND LAY OUT SELECTION, MIX AND PROMOTIONAL CALENDARS.

RON IS ALSO A FL LICENSED REAL ESTATE BROKER, SPECIALIZING IN PETROLEUM RETAILING PROPERTIES AND PETROLEUM DISTRIBUTION.

WE SPECIALIZE IN:

- ◆ SITE AND CHAIN ACQUISITION
- ◆ BRANDING AND FUEL SUPPLY
- ◆ STORE DESIGN—NEW & REFURBISHMENT / REBRANDING
- ◆ MERCHANDISING & PROMOTIONS
- ◆ FINANCIAL MODELING—ACQUISITION AND OPERATING
- ◆ CUSTOMER SERVICE TRAINING
- ◆ MYSTERY SHOPPING
- ◆ MANAGEMENT CONSULTING
- ◆ COMPANY BENCHMARKING
- ◆ FUEL PRICING USING THE: [marginvolumepricing.com](#) FUEL PRICING SYSTEM

Hey Florida Station owners who haven't switched out their tanks yet! The deadline is approaching in an unlucky 13 months. **That's January 1st 2010!!!** We have a lender providing tank-finance programs to station owners, including a full refinance of the site if the numbers work. [Click to contact us for details on the program.](#)

More information on the situation can be seen on Ron's Blog "The Service Station" [Click here to access Ron's Blog](#) There are numerous articles of interest, pertaining both to Convenience/Gasoline and General Retail and QSR/Casual Dining subjects.

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