

# NEWSLETTER

## BUILDING BRANDS WITH PURPOSE

“Believe in your potential, embrace the challenge, and let 2025 be the year we re-define success—together!”



Dear Team,

As we turn the page to welcome 2025, I want to take a moment to reflect on the incredible journey we've shared and express my deepest gratitude for each of you at Ford of Kendall, Lincoln of Cutler Bay, and Doral Lincoln.

This past year has been a testament to the power of dedication, resilience, and teamwork. Your unwavering commitment to excellence and your passion for delivering exceptional experiences have not only elevated our dealerships but also strengthened the trust and loyalty of our valued customers.

The dawn of a new year brings with it fresh opportunities and the promise of continued growth—both as an organization and as individuals. In 2025, we will build upon our successes, embracing innovation, enhancing our customer relationships, and fostering a workplace culture where every team member feels empowered to reach new heights. I encourage each of you to embrace this year as a chance to grow—not only professionally but also personally. Let's strive to learn, inspire one another, and cultivate the balance that allows us to thrive in all aspects of life.

Together, we will achieve remarkable things. Let's approach 2025 with ambition, optimism, and the shared determination to make it a year of transformative success.

Wishing you and your loved ones a year filled with happiness, good health, and the fulfillment of your aspirations. Here's to a bright and prosperous New Year!

With gratitude and best wishes,

Karen Rodriguez  
Director of Operations

# HELLO & WELCOME

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January, 2025

## Message From our CEO

“We all get the exact same 365 days. The only difference is what we do with them.” And remeber that growth is the only evidence of life.



**Luis Somoano**  
CEO & President

“The only goal you can’t accomplish  
is the one you don’t go after”



## DORAL AUTOMOTIVE GROUP

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**DORAL**  
LINCOLN



**LINCOLN**  
OF CUTLER BAY



**FORD**  
OF KENDALL

# Here is the Recipe From Our CEO

## Ceviche



### Ceviche

Some believe that the origins of ceviche date back to the pre-Columbian era, when the Mochica people of the Peruvian coast preserved fish with salt and chicha, a fermented corn beverage. They may have also marinated fish with lime, corn, tumbo, and chili juice.

### Ingredients

- 400 g / 14 oz Kingfish, tuna, sea bass or other sashimi-grade fish suitable for raw eating
- 1/4 red onion, very finely sliced using mendolin (so it “flops”)
- 2 tsp fresh jalapeno, finely chopped (or green chilli) - add more or less for spiciness
- 8 cherry tomatoes, halved (large ones quartered)
- 1/4 tsp black pepper
- 1/3 cup lime juice, fresh (or lemon juice)

Add Ins:

- 1/2 tsp salt, cooking / kosher (or 1/4 tsp table salt)
- 1 avocado, ripe, cut into 1.25cm / 1/2” cubes
- 1/4 cup coriander/cilantro leaves, roughly chopped (Sub chives)
- 2 tbsp extra virgin olive oil

### Instructions

1. Cut fish: Cut fish into 1.25cm / 1/2” cubes.
2. Toss in lime, leave 5 minutes: Place in a bowl with onion, jalapeno, tomato, pepper and lime juice. gently toss, then set aside for 5 minutes, mixing gently once.
3. Add avocado then serve! Sprinkle over salt, then add avocado, coriander and olive oil. Gently stir, then serve immediately with corn chips
4. Ceviche will be good for 20 minutes or so, then fish will start to overcook and firm up. Do not leave overnight (for food safety reasons).



### A word from Cary Castro, GM of Lincoln of Cutler Bay

Happy New Year! I want to thank each of you for your hard work and dedication in 2024. This year, we'll focus on elevating customer satisfaction, strengthening teamwork, and driving innovation in everything we do. Together, we can achieve even greater milestones and continue building a dealership we're all proud of. Thank you for your commitment, and let's make 2025 our best year yet!

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### A word from Steve Smith, GM of Ford of Kendall

The new year brings us many opportunities with the new federal administration and their economic policies. Additionally, increased and formidable competitive pressures will continue. As always, we will meet the new challenges head-on, overcome, persevere, and succeed. Thanks for being the best in the business.



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### A word from Miguel Otero, GM of Doral Lincoln



Happy New Year! As we begin 2025, I want to express my gratitude for the hard work and dedication that made 2024 such a successful year for Doral Lincoln. This year, we'll continue focusing on delivering exceptional customer experiences, fostering teamwork, and embracing innovation to set new benchmarks for success. Together, we'll achieve even greater milestones and uphold the excellence our dealership is known for. Thank you for your commitment, and let's make 2025 a standout year for Doral Lincoln!



# Join our family and grow together! Refer Someone Today!



## Edith M. Muniz

### HR Director

Contact me directly if you know of a candidate that would like to join the best family owned dealer group in Miami!

Office: (786) 582-6743

[emuniz@doralautogroup.com](mailto:emuniz@doralautogroup.com)



Just a friendly reminder that you can view all of our job postings in ADP under Myself, Talent, Career Center. Here you can apply for internal posts and share job postings with friends. Right now, we are looking for a Service Dispatcher, Technicians, Sales Associates, and many other positions! Please take a look at our career page !

### Customer Facing Positions at Each of our Dealers

We have many customer service opportunities in our Sales and Service Departments! Strong interpersonal and communication skills are a must! Customer service or hospitality background preferred. Positions include, Greeter, Loaner Coordinator, Service Concierge, and much more. If you are interested or know someone, please send them our way!

### All Positions other than Technicians

We will pay \$250.00 for any candidate referred who successfully passes the interview, background checks and is hired by the company. Referrals are paid 30 days after the referral provided the associate is still actively employed.

### Service Advisor

The right candidate is outgoing, likes dealing with the public, organized and/or has prior service experience. If you are interested in applying for the Service Advisor position, please let your manager know and include why you feel you are qualified for the position.

**DORAL AUTOMOTIVE GROUP**

DORAL LINCOLN FORD OF KENDALL LINCOLN OF CUTLER BAY



The Company encourages all employees to refer qualified job applicants for available jobs openings. Other than managers in the line of authority and all Human Resources personnel, all employees are eligible to receive employee referral awards. When making referrals, instruct the applicant to list the employee's name on their employment application as the referral source.

If the referral is hired and completes 1-3 months of service and the employee is still an employee of the Company, the employee is eligible to receive a monetary award.

**The reward is currently a gross amount of up to \$1,500 for Automotive Technician Employee Referrals.**

It will be paid as follows;

<b>\$ 1,500</b>	<b>Master /ASE after 90 days</b>
<b>\$ 500</b>	<b>Line Tech after 60 Days</b>
<b>\$ 250</b>	<b>Apprentice / Express Tech after 30 days</b>

\*In the event that the referring employee is terminated, the payout will be discontinued

**DORAL LINCOLN**

9000 NW 12th St, Doral, FL 33172  
**786-522-5351**

**LINCOLN OF CUTLER BAY**

11020 SW 186th St, Miami, FL 33157  
**786-857-5000**

**FORD OF KENDALL**

15551 S Dixie Hwy, Miami, FL 33157  
**305-238-9211**



There's no such thing as a "free lunch" but the employer match to your 401k may be as close as it gets. Doral Automotive Group matches 25% of your first 4% of your salary. That's a risk-free 25% return on your money. You contribute \$1. Your employer contributes an additional 25 cents, totaling \$1.25 to your retirement account. You can contribute 4% of your income and get that matching contribution. You can't beat it from an investing standpoint. It's a 25% risk-free return.

Do you get the match?

Step 1 is participating in your 401k plan. Call [Erik Sherman at 786-423-2800](tel:786-423-2800) or reach him via email at [erik@rradvisers.com](mailto:erik@rradvisers.com) if you're not getting this risk-free money.

Step 2 is contributing to your 401k. Having an account with nothing in it doesn't help you.

If you did only the 4% contribution during your 40 working years with a (reasonable) 7% investment return, you'd have nearly \$515,000 in 40 years, placing you at the top of American retirement savers.

Pursuing financial independence means you can work because you want to, not because you have to. Isn't that your goal? To do that on your terms? On your schedule? You don't get yourself into trouble by saving too much. But, if you save enough you get to achieve your financial independence that much sooner in your life.

Everyone will admit to wishing they started earlier and saved more so why not start now so you don't have to be "that person".

#### Boost #1 - Save More for Tomorrow Without Sacrificing Today

Here's a strategy that works whether you're aiming to contribute 4%, 10% or 15% of your salary: schedule the additional contribution when you get a raise, using part or all of the raise as your contribution. Your take home pay won't decrease so you won't feel the financial sacrifice today but you'll significantly boost your retirement savings. Any new positive cash flow you create from paying off a loan, student debt, mortgage, etc. may be allocated immediately towards increasing your 401k savings to put this positive cash flow to be use. Remember if you don't save it you will just spend it.

In our \$515,000 example above, every dollar invested today yielded \$4 over 40 years. So think of every dollar you can save today as \$4 in your pocket tomorrow.

#### Boost #2 – Tax-Free Income

Ask Erik Sherman about switching to a Roth 401k. "Roth" means you're paying income tax today on your retirement savings, instead of when you're retired. That's like paying tax on the seed today so the larger harvest 40 years later can be used tax-free. The Roth has other advantages, too.

#### Boost #3 – Take Advantage of Easy

With your contributions automatically deducted from your pay, your retirement contributions (remember, you're paying yourself) is a set it and forget it easy task. All of us can afford to save a little more while still being able to pay our bills. Every little bit helps, and money saved is much better than money spent.

Need help getting started or contributing more?

I'm already the advisor of record of the [employer] 401k plan so there's no additional fee for asking for my help with this.

Contact me. I'm happy to help.

Email me: [erik@rradvisers.com](mailto:erik@rradvisers.com)

Call me: 786-423-2800



# STAYING SAFE ONLINE

## HOW TO IDENTIFY AND AVOID PHISHING SCAMS

As we continue to navigate the digital landscape, staying vigilant against online threats is crucial. Phishing scams remain one of the most prevalent cyber threats, targeting individuals and organizations alike. In this edition, we'll discuss how to recognize these scams and protect yourself and our organization.

### WHAT IS PHISHING?

Phishing is a fraudulent attempt to obtain sensitive information, such as usernames, passwords, and credit card details, by disguising as a trustworthy entity in electronic communications. These scams often come in the form of emails, messages, or even phone calls.





# STAYING SAFE ONLINE



## COMMON PHISHING TACTICS

1. **Email Spoofing:** Scammers often send emails that appear to come from legitimate companies. These emails may include official logos and formatting but contain suspicious links or requests for personal information.
2. **Urgent Messages:** Phishing emails frequently create a sense of urgency, urging the recipient to act quickly. This might include threats of account suspension or notifications about unusual account activity.
3. **Suspicious Links and Attachments:** Many phishing attempts include links that lead to fraudulent websites designed to harvest personal information or attachments that may contain malware. Always hover over links to see the actual URL before clicking.
4. **Impersonation:** Scammers may impersonate company executives or colleagues, requesting sensitive information or immediate action. Be cautious of unexpected requests, especially those that involve financial transactions.
5. **Social Engineering:** This involves manipulating individuals into breaking security protocols to gain unauthorized access to systems or information. Scammers often exploit personal information found on social media.



# PHOTO GALLERY

Here are a few highlights from our Christmas party, where we celebrated the season with great company, delicious food, and lots of fun! A big congratulations to our Sales and Service award winners—you exemplify the hard work, dedication, and excellence that drive our success. Enjoy these memorable moments captured from the event!











Associates are encouraged to apply for and share any position within the organization. Also, you should notify your manager as well as the General manager to let them know you are interested in a posted position. Please note, you will need to meet the qualifications listed in each position.

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Current Openings (18 of 18) [Minimize](#)

e.g., Jobs in California, Jobs posted last month, Sales Manager, etc.

Filter jobs to do the following: ☒ Apply (18) ☒ Refer or share with friends (18)

FINANCE MANAGER

Administration | Miami, FL, US

12 days ago

Refer and earn \$250

SHARE WITH FRIEND

Apply

SALES MANAGER

Administration | Miami, FL, US

13 days ago

Refer and earn \$250

SHARE WITH FRIEND

Apply

SERVICE RECEPTIONIST

Service | Palmetto Bay, FL, US

30+ days ago

SHARE WITH FRIEND

Apply

SALES ASSOCIATE

Combined Sales | Miami, FL, US

30+ days ago

Refer and earn \$250

SHARE WITH FRIEND

Apply

DIESEL

Service | Palmetto Bay, FL, US

30+ days ago

SHARE WITH FRIEND

Apply

PARTS OUTSIDE SALES

Parts | Palmetto Bay, FL, US

12 days ago

Refer and earn \$250

SHARE WITH FRIEND

VIP SERVICE AND SALES SPECIALIST

Administration | Doral, FL, US

30+ days ago

Refer and earn \$250

SHARE WITH FRIEND

SERVICE ADVISOR

Administration | Miami, FL, US

30+ days ago

SHARE WITH FRIEND

AUTO SHOP SERVICE DISPATCHER

Administration | Doral, FL, US

30+ days ago

SHARE WITH FRIEND

SERVICE TECHNICIAN

Administration | Doral, FL, US

30+ days ago

SHARE WITH FRIEND





January babies are known for their determination, ambition, and leadership qualities, reflecting the traits of their zodiac signs, Capricorn and Aquarius. They are hardworking, resilient, and reliable, often admired for their creativity and forward-thinking nature. With garnet as their birthstone symbolizing love and energy, and carnations as their birth flower representing admiration, January-born individuals embody a unique blend of strength, focus, and innovation.

Jeniffer Monteagudo Perez	01/03	Armando Miguel Veloz Alonso	01/04
Alexander James Larrea	01/06	Alberto Jesus Sanchez Prado	01/06
Cesar A Alfaro De La Cruz	01/08	Ernesto Jose Medina Lobo	01/09
Guadalupe Reyes Ovies	01/09	Michael Perera Jr	01/10
Raul Rodriguez	01/12	Raul Rodriguez	01/12
Luis Somoano	01/13	Alexander Garrido	01/13
William J Hallstrom	01/14	Ulysi Fernandez	01/14
Frank M Santiesteban	01/15	Alejandro Rodriguez Hernandez	01/17
Luvian Silva Matos	01/18	Yeneisys Betancourt	01/18
Eduardo J Saranova	01/18	Louise Frances Rogers	01/21
Francelys Veloz Urra	01/24	Dayana leal Perez	01/25
Michel Andarcio	01/25	Melissa Perez Sosa	01/25
Juventino Rojo	01/25	Elsy Carolina Colmenero	01/26
Joel Cardenas	01/26	Javier Alejandro Perez	01/27
Javier Leandro Gonzalez	01/27	Carlos Heberto Vargas Suarez	01/27
Caridad Castro	01/28	Vladimir Cordero Smith	01/30
Elisdany Urquia Garcia	01/30		

# Let's Celebrate!



Happy Work Anniversary! This month, we celebrate the anniversary of when you joined our team and began making a lasting impact. Your dedication, hard work, and positive energy have been instrumental to our success, and we're truly grateful to have you as part of our journey. Thank you for all you do, and here's to celebrating this milestone and many more to come!

Juventino Rojo	12 Years	Jairo Rafael Lindado	10 Years
Letty R Lopez	7 Years	Robert J Kussell	6 Years
Chrisandra Mogollon	5 Years	Paola A Diaz	4 Years
Marisleydi Solis Prieto	4 Years	Jorge Herrera	3 Years
Valeria Munoz	2 Year	David Alberto Gil Morgado	2 Year
Mariah Lillian Vega	2 Year	Guadalupe Reyes Ovies	1 Year
Natasha B Lacayo	1 Year	Daelon Tyre Lawson	1 Year
Miguel Antonio Gutierrez Falcon	1 Year		

# Congratulations!



# We are Miami!

Together, we have the power to achieve extraordinary success by staying focused, driven, and united as a team. Let's embrace every challenge as an opportunity and make this year our most remarkable one yet!

