**5.0 – The benefits**

* By being the first premier classic car marketing organisation to introduce the Verified Classic Vehicle (VCV)method of collecting and collating the provenance of a classic car throughout its lifetime that organisation will gain ‘first mover’ advantage.
* As such the reputation of that organisation will be enhanced amongst its peer group and competition, particularly if they cannot initially use the same method themselves.
* By introducing the VCV method of recording the lifetime of provenance the organisation will be able to share this with all their clients, both past and present to mutual advantage.

* Should the organisation be able to successfully negotiate a period of exclusivity with VCV this will give the organisation a period of commercial advantage over its competitors as the IP of the Verified Classic Vehicles method will be protected.
* Having a period of exclusivity will act as a magnet for attracting new and profitable business to the organisation.
* If the organisation offered to collect and collate the information of provenance in house, on behalf of its clients both past and present, it would be able to build up a valuable data base which it could use to increase sales.

**5**