

Coach Mike: F&I Expert and Mindset Coach

With over 20 years of experience in the automotive industry, including five years selling cars and ten years as a top producing finance manager, Michael DePeazer is an expert in transforming F&I managers into top performers. As a graduate of the Asper School of Business and an IPEC Certified Mindset Coach, Michael has developed national training programs for AutoCanada, led award-winning teams at Crown Automotive Group, and serves as a faculty member at Georgian College's Automotive Business School, where he helped create their F&I curriculum.

Michael's approach goes beyond technical training. He combines F&I expertise with mindset coaching to help professionals not only boost their numbers but also grow in confidence and resilience. His passion for the car business is matched only by his commitment to helping others succeed. Michael understands the challenges F&I professionals face because he's been there, and he's excited to share the tools and strategies that can drive long-term success and growth.



Michael DePeazer aka Coach Mike
Director of Training of Development

