

Designed to Work Together

ERA

U.S.

Sales and F&I Solutions

Sales and F&I Solutions for ERA®

Save time, sell more, and improve your customer's entire Sales and F&I experience from calculating initial payment options to signing the last deal form.

Optimize Performance

Quality tools designed to work together make true efficiency a possibility. If you are using unrelated software, hostile interfaces, or manual functions, you are most likely experiencing a disjointed process that limits speed and accuracy. Reynolds offers you a better way with a set of coordinating tools.

You can provide the required foundation with ERA®.

- Count on direct navigation among ERA Sales and F&I applications for a smooth process.
- Rely on a single calculation engine to ensure payments match across ERA applications.
- Access current forms and services on-demand, 24/7/365.
- Breathe easier with tax and fee calculations, and forms proactively managed and updated by Reynolds.
- Standardize operations across stores and franchises to simplify staff training.



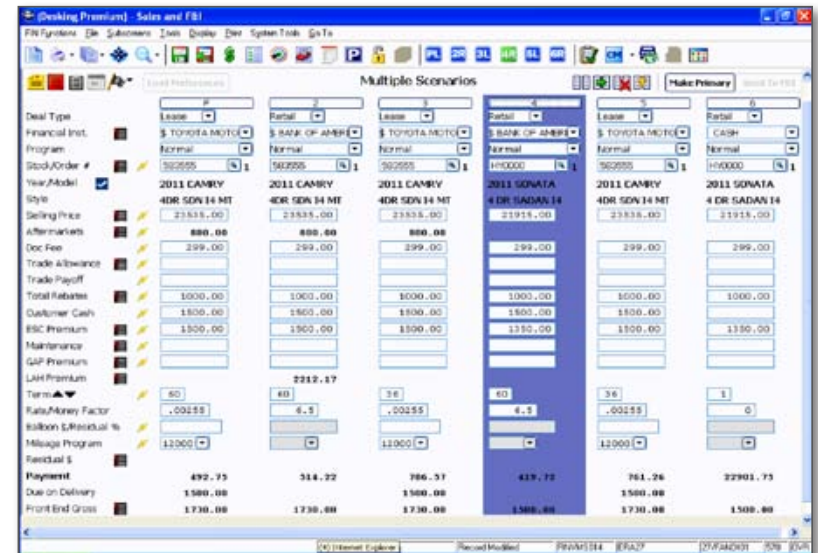
Designed with superior integration and efficiency, Reynolds' ERA Sales and F&I solutions are working together, working for you, for maximum performance and results.

With your ERA system, these cohesive solutions work together to help you maximize efficiency. While you can select any combination of applications, optimum performance increases with the entire set.

Desk the Deal

From the time your customer walks in the door until you've closed the deal, Desking is the centerpiece that helps you tightly coordinate sales and finance.

- Keep customers engaged throughout the deal by quickly and accurately calculating finance, lease, and cash payment options for multiple scenarios.
- Make it easier for your customers to say "yes" faster and more often by increasing credibility with printed proposals.
- Reduce errors with constant, automatic updating of ERA vehicle, customer, and deal records.
- Save time with direct access to credit reports, F&I eForms, F&I Menus, Vehicle BookOut, vehicle history reports, and Contact Management.
- Start the deal in Contact Management or Desking, based on your process.



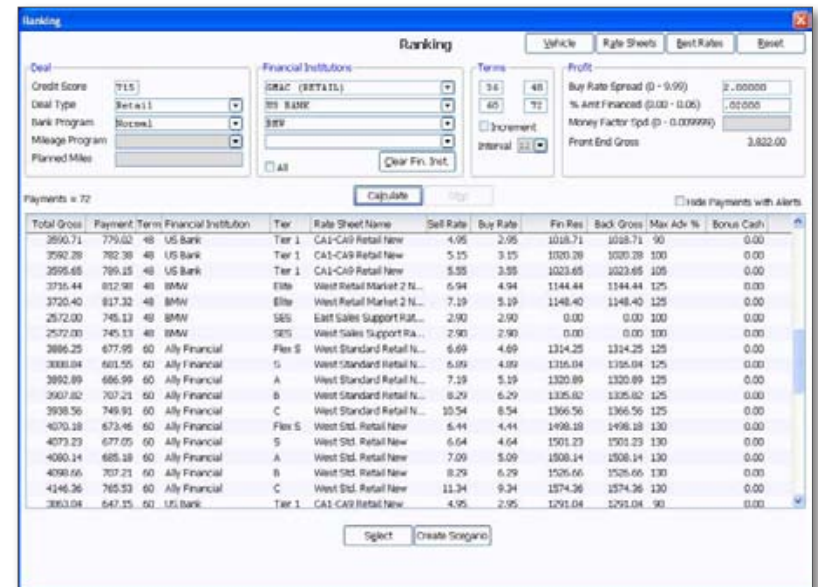
With Desking, you can quickly calculate and present multiple payment options.

It's cumbersome to manually use lender rate sheets and residuals guidebooks, or even a third-party automated tool. Customers get impatient and lenders reject finance packages. Rates and Residuals automatically analyzes your deals based on lender, vehicle, and credit score and then quickly ranks payment scenarios.

- Simply select and present the options that best meet your customer's targeted payment and your profit criteria.
- Eliminate the guesswork of gross profit calculation and analysis.
- Review a "Best Rates" list of other lenders in your region.
- Receive automatic alerts, helping you adhere to program model year, tier, or value parameters.

Before, it would take upwards of 15 minutes for sales to complete the paperwork and the deal to enter the F&I department. But because **Desking is so easy**, the whole deal can now be created in **less than 5 minutes**.

Del Mugford
Dealer Principal
 Royal Chevrolet
 Richmond, VA



Sort Rates and Residuals' Ranking by clicking on the desired column header.

Vehicle BookOut automates access to NADA Official Used Car Guide®, Black Book®, and Kelley Blue Book®.

Conveniently present products and packages in your preferred format with F&I Menus.

Pull Credit Reports

Make smart decisions quickly with specialized credit reporting and automated compliance using Credit Bureau Inquiry.

- Access previously pulled reports up to 30 days for free or store them permanently with the deal in ERA.
- Manage compliance with automated Office of Foreign Assets Control (OFAC) screenings, Red Flags identity verification, and Adverse Action Letters.

Bookout Vehicles

Accelerate the time it takes to evaluate a trade or used vehicle sale with Vehicle BookOut.

- Quickly access valuation guides side-by-side on one screen.
- Values are date, time, and user-stamped and can be saved.
- Increase credibility with lenders using the bookout sheet.

Review Vehicle History Reports

Conveniently run reports by stock number or VIN and view within several ERA applications with AutoCheck® Plus.

- Quickly evaluate trades with the exclusive AutoCheck Score.
- Effectively market pre-owned inventory with Buyback Protection.

Submit Credit Applications

Take advantage of faster credit applications with an efficient mechanism for entering, storing, printing, and transmitting credit application data.

Sell More F&I Products

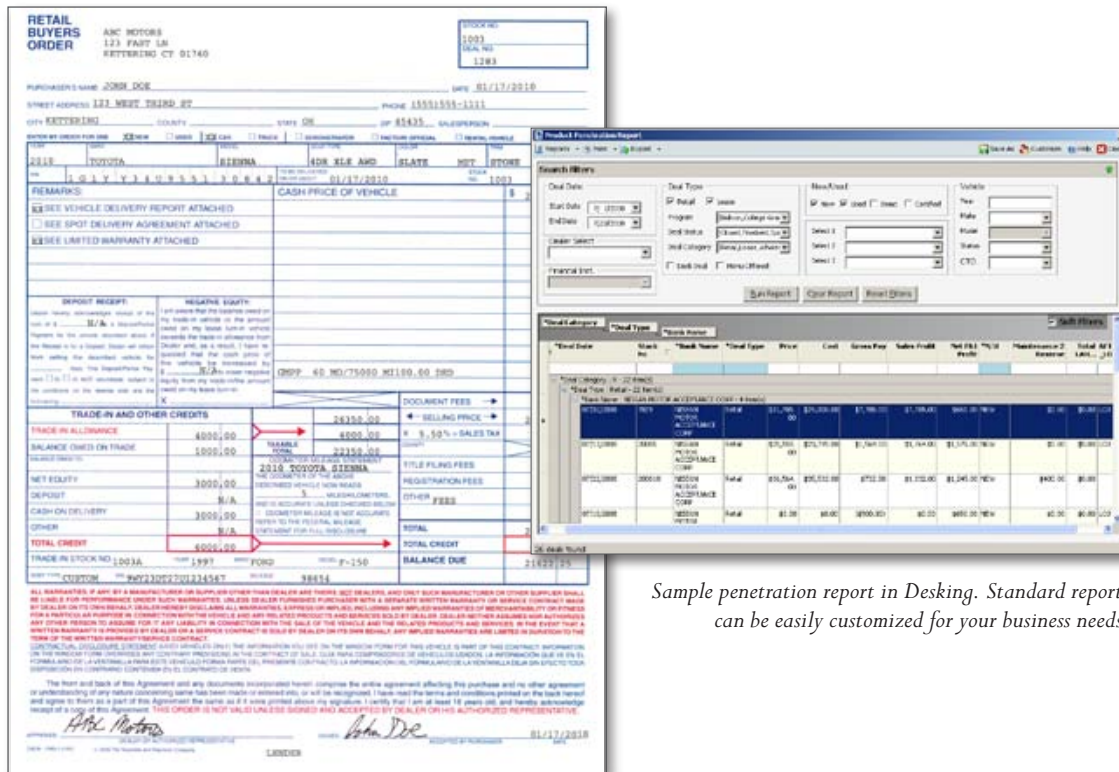
Present your products in packages you prefer to every customer, every time, even when you're busy. Because F&I Menus is integrated with ERA, menu-selling fits conveniently into your process.

- Automatically rework payments in F&I as products are considered.
- Reduce errors and save time with seamless access to and continual, automatic updating of deal, vehicle, and customer records in ERA.
- Share templates across multiple business locations.

Complete the Forms

Streamline your forms process and give your customers a more professional and positive experience with F&I eForms.

- Decrease printing time by using the optional on-screen disclosure.
- Focus more on your customers without sorting and loading forms into impact printers.
- Eliminate alignment issues and reduce printing time.
- Reduce the chance of missing a required form during delivery with SmartForms functionality.



With F&I eForms, the deal data, form, and captured signatures are combined into a PDF file and laser-printed.

“F&I eForms easily saves each of our stores 15-20 minutes when preparing our deals. If we removed this product, our whole group would really be taking 3 steps backward in the F&I process.”

Sean McKannay
IT Director
Dick Hannah Dealerships
Vancouver, WA

Rely on Complete Reports

Working deals in one system not only streamlines your process, it also provides more reliable reporting for better management. Comprehensive reporting in Desking, F&I Menus, and Vehicle BookOut is based on complete data centralized in one source.

Designed to Perform

Reynolds Sales and F&I solutions are designed to work together to help you improve speed, accuracy, profit, and customer satisfaction. With this set of coordinating tools, you can save time, sell more, and serve your customers better, all while successfully managing compliance.

Sample penetration report in Desking. Standard reports can be easily customized for your business needs.



MAKING BUSINESS BETTER.