



Sales Leads from Your Own Database

Sales and F&I Solutions for ERA®

U.S.

Easily discover which of your existing customers are in the best equity position to purchase again. With Equity Calculator, available as an optional feature for Contact Management, you can shorten customer buying cycles and attract the trades you want at just the right time.

Marketing with Focus

Equity Calculator estimates the equity position of customers who have purchased a vehicle from your dealership. The customer's equity position is easy to view on several commonly used screens within Contact Management including the Daily Work Plan, Service Appointment Log, Sales History Screen, and MyClients. With this information, you can target marketing campaigns to specific customers who have the best equity position and the trade-in vehicles you most desire.

Action	Activity Name	Client	Type	Date / Time	For
Call	Call Floor	Paul, Floor	Call	11/28/07 7:00 AM	Amold, Paul
Search	Search Client	Address, Paul	Search	11/28/07	Amold, Paul
Search	Search Client	Phone, Paul	Search	11/28/07	Amold, Paul
Search	Search Client	Call & Thank You for Visit	Prospect	11/28/07 8:35 AM	Amold, Paul
Search	Search Client	Call & Thank You for Visit	Prospect	11/28/07 12:10 PM	Amold, Paul
Search	Search Client	Call & Thank You for Visit	Prospect	11/28/07 1:23 PM	Amold, Paul
Search	Search Client	Phone - Open Office	Prospect	11/28/07 11:05 AM	Amold, Paul

Action	Activity Name	Client	Type	Date / Time	For
Service	Appointment	Carroll, Ed	Service	11/28/07 4:00 PM	Amold, Paul
Service	Appointment	WHL, Carlo	Service	11/28/07 2:00 PM	Amold, Paul

Created	Status	Client	Issue	Last Action Date	User	Action Taken
08/01/07	Open	SANBIL BATHEN	WHL, Carlo	08/01/07 10:25 AM	Amold, Paul	Issue created
08/07/07	Open	Calhoun, Lacey	URY CLONING	08/07/07 11:45 AM	Amold, Paul	Manual Escalation To Amold, Paul
11/28/07	Open	WHL, Carlo	WHL, Carlo	11/28/07 1:23 PM	Amold, Paul	Issue created

Provides on-screen view of customer's equity position on the daily work plan.

Equity Calculator
for ERA® Contact Management

Equity Calculator for ERA® Contact Management

Collection Criteria [Save] [Close]

Contact Type: Equity
 Business Unit: Open Road Motors
 Collection Name: Corvette Owners No More Than -500 Equity

1 Record Per Client
 Include Opt Out (Share) [About Opt Out](#)
 Include Clients on Active Campaign

Type: Basic Advanced [Add] [Update] [Delete]

Field	Comparison	Value	
<input type="checkbox"/> Vehicle Equity Value	> (Greater than)	-500	AND
<input type="checkbox"/> Vehicle Model	= (Equal to)	CORVETTE	AND
<input type="checkbox"/> Sales Monthly Payment	> (Greater than)	450	AND
<input type="checkbox"/> Vehicle Equity Estimated Mileage	< (Less than)	50000	AND

Robust client collection capabilities find customers in designated equity positions or those with certain vehicles that are desired for trade.

Here's what Equity Calculator can do for you:

- Shorten the buying cycle by reaching out to customers most likely to be in a position to purchase a new vehicle.
- Maximize your profits on trade-ins through a better understanding of a customer's assumed equity position.
- Create targeted marketing campaigns and increase the effectiveness of prospecting activities - no more "shooting in the dark" for prospects.
- Increase overall gross profits.

Equity Calculator users experience, on average, increases in all areas of their business including a 6.3% increase in units sold. Don't let valuable sales opportunities hide in your customer database any longer. Let Equity Calculator help you sell more cars and retain more customers!

"We use this powerful tool to create the list of customers with equity, for the vehicle we need to focus on. We hand this targeted list to our BDC to make the calls. With these high quality 100% organic leads, we are closing 80% of the appointments set by the BDC. We know that we can count on Equity Calculator for at least 10 deals or more every month."

Kevin Houghtaling, CRM/eBusiness Director
Franklin Sussex Auto Mall
Sussex, NJ

For more information on Equity Calculator, please contact your Variable Operations Specialist, Reynolds Account Manager, or visit www.reyrey.com.



MAKING BUSINESS BETTER.