



## Your Menu Tool Your Way

Sales and F&I Solutions for ERA®

U.S.

Increase profit and manage compliance with a menu-selling tool that provides the flexibility you should demand. F&I Menus enables you to customize the menu process for the way you do business—with your preferred products, packages, and presentation.

### Menu-selling at Its Best

Menu-selling is a proven and effective tool for F&I. Don't settle for an average menu tool with limited functionality. As the only menu tool that is a part of ERA, F&I Menus far exceeds the capabilities of a manual system, free automated tool, or hostile interface that merely claims integration.

- Sell your products in the packages you prefer for your customer base.
- Present packages in a slide show or products with an on-screen brochure or video, if preferred.

### Manage Your Business and Compliance

- Monitor effectiveness and enforce usage with customizable reporting.
- Document products presented, selected, and declined with a disclosure signed by each buyer on each deal.
- Make menu-selling a convenient, easy part of your deal process by using a menu tool built on ERA.
- Choose to set up minimum and maximum markups and discounts.

### Drive Your Process

- Automatically rework and present payment options in F&I as products are considered.
- Match payments across ERA applications with one calculation engine.
- Reduce errors with seamless access to and automatic, continual updating of ERA deal, vehicle, and customer records.
- Increase efficiency with direct access to Desking and CreditMaster®.
- Share templates across multiple business locations.

Example: 100 units sold/month, 100% usage F&I Menus	Current Back-End Gross Profit	Average Rate of Increase	Potential Back-End Gross Profit	Total Increase
Back-end gross profit per unit	\$750	44%	\$1,080	\$330
Total monthly back-end gross profit	\$75,000	44%	\$108,000	\$33,000
Total annual back-end gross profit	\$900,000	44%	\$1,296,000	\$396,000


Deals closed using F&I Menus achieved an average of 44% higher back-end gross profit.

### Proven Profit Growth

Deals closed using F&I Menus achieved an average of 44% higher back-end gross profit than those closed without F&I Menus, according to a Reynolds study comparing 4,982 deals by 96 F&I managers.

Increase sales and customer satisfaction with a simplified, no-pressure presentation and purchase process. Present all of your products all of the time with a flexible tool that is a part of your ERA system. F&I Menus helps you successfully manage your F&I process based on your business needs.

F&I Menus for ERA®



Buyer: REY REYNOLDS ONE REYNOLDS WAY DAYTON OH 45340	Sale Price: \$21,594.00 Trade Amount: \$7,500.00 Trade Payoff: \$500.00 Total Rebate: \$1,000.00 Cash Down: \$1,600.00	Total Fees: \$201.50 Total Taxes: \$2,370.81 Term: 60 Rate: 6.5 Amount Financed: \$14,951.31	Date: 12/18/2007 3:34 PM Base Payment: \$292.53/60mo/6.5%
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Option 1	Option 2	Option 3	Custom Options
<b>GAP</b> Pays the deficiency from auto insurance settlement should your vehicle be totaled and pays up to \$1000.00 of your deductible. \$500.00	<b>GAP</b> Pays the deficiency from auto insurance settlement should your vehicle be totaled and pays up to \$1000.00 of your deductible. \$500.00	<b>GAP</b> Pays the deficiency from auto insurance settlement should your vehicle be totaled and pays up to \$1000.00 of your deductible. \$500.00	<b>GAP</b> Pays the deficiency from auto insurance settlement should your vehicle be totaled and pays up to \$1000.00 of your deductible. \$500.00
<b>Anti Theft Protection</b> Registration guarantees a payment of up to \$2500.00 to the vehicle owner should the vehicle be stolen. \$125.00	<b>Anti Theft Protection</b> Registration guarantees a payment of up to \$2500.00 to the vehicle owner should the vehicle be stolen. \$125.00	<b>Anti Theft Protection</b> Registration guarantees a payment of up to \$2500.00 to the vehicle owner should the vehicle be stolen. \$125.00	<b>Anti Theft Protection</b> Registration guarantees a payment of up to \$2500.00 to the vehicle owner should the vehicle be stolen. \$125.00
<b>Mechanical Protection Program</b> • Extended plan provides national coverage for parts and labor against mechanical and electrical breakdowns for 60 months or 75,000 miles which ever occurs first. • Plan provides additional coverage for rental car, towing, food, and lodging. • Plan deductible is \$0.00. \$1,595.00	<b>Mechanical Protection Program</b> • Extended plan provides national coverage for parts and labor against mechanical and electrical breakdowns for 60 months or 75,000 miles which ever occurs first. • Plan provides additional coverage for rental car, towing, food, and lodging. • Plan deductible is \$0.00. \$1,595.00	<b>Mechanical Protection Program</b> • Extended plan provides national coverage for parts and labor against mechanical and electrical breakdowns for 60 months or 75,000 miles which ever occurs first. • Plan provides additional coverage for rental car, towing, food, and lodging. • Plan deductible is \$0.00. \$1,595.00	<b>Mechanical Protection Program</b> • Extended plan provides national coverage for parts and labor against mechanical and electrical breakdowns for 60 months or 75,000 miles which ever occurs first. • Plan provides additional coverage for rental car, towing, food, and lodging. • Plan deductible is \$0.00. \$1,595.00
<b>Value Guard</b> Value Guard provides protection for your vehicle's exterior paint, interior, and under carriage to keep your vehicle looking new. \$150.00	<b>Value Guard</b> Value Guard provides protection for your vehicle's exterior paint, interior, and under carriage to keep your vehicle looking new. \$150.00	<b>Value Guard</b> Value Guard provides protection for your vehicle's exterior paint, interior, and under carriage to keep your vehicle looking new. \$150.00	<b>Value Guard</b> Value Guard provides protection for your vehicle's exterior paint, interior, and under carriage to keep your vehicle looking new. \$150.00
<b>Credit Disability</b> Disability - Pays your monthly obligation to the financial institution should you become disabled due to sickness or injury on or off th. \$0.00			

Term: 60 Rate: 6.5 Updated Payment: \$339.93 Initial: \$313.79	Term: 60 Rate: 6.5 Updated Payment: \$339.69 Initial: \$313.56	Term: 60 Rate: 6.5 Updated Payment: \$336.75 Initial: \$310.85	Term: 60 Rate: 6.5 Updated Payment: \$292.53 Initial: \$270.04
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Sample Menu Proposal

**For more information on F&I Menus, please contact your Reynolds Account Manager or call 800.767.7879.**

