



Focus on Profit

Dealership-wide Solutions for ERA®

U.S.

Do you have your business in focus? Take a sharp look at your operations and learn how to maximize ERA® utilization, control expenses, and make stronger business decisions with help from Reynolds' experienced consultants.

Find Your Profit Opportunities

Profit Optimizer helps you focus on getting the most out of your operations by evaluating ERA utilization, implementing *QuickWin* solutions, and teaching dealership management to become *Super Users* of Advanced Reporting 2.0. Delivered by Reynolds' expert consultants, the three-day engagement will teach you how to realize greater profit and develop new sources of revenue.

- Discover how well you use your ERA dealership management system with a 59-point utilization assessment.
- Examine dealership benchmarks, identify improvement opportunities, and monitor performance trends with a detailed PerformanceMark™ evaluation.
- Implement system and process *QuickWins* to start generating more profit now.
- Review expense control and revenue growth best practices to develop long-term, profit-generating strategies.

The three-day engagement includes:



Day One: Investigate

- Examine ERA utilization with a 59-point utilization assessment.
- Diagnose problems and identify opportunities with a PerformanceMark Analysis.
- Develop initial report of recommendations to increase dealership profitability.



Day Two: Implement

- Discuss recommendations and possible improvements with management.
- Initiate *Quick Wins* within dealership for immediate results.
- Employ expense control and revenue growth best practices.

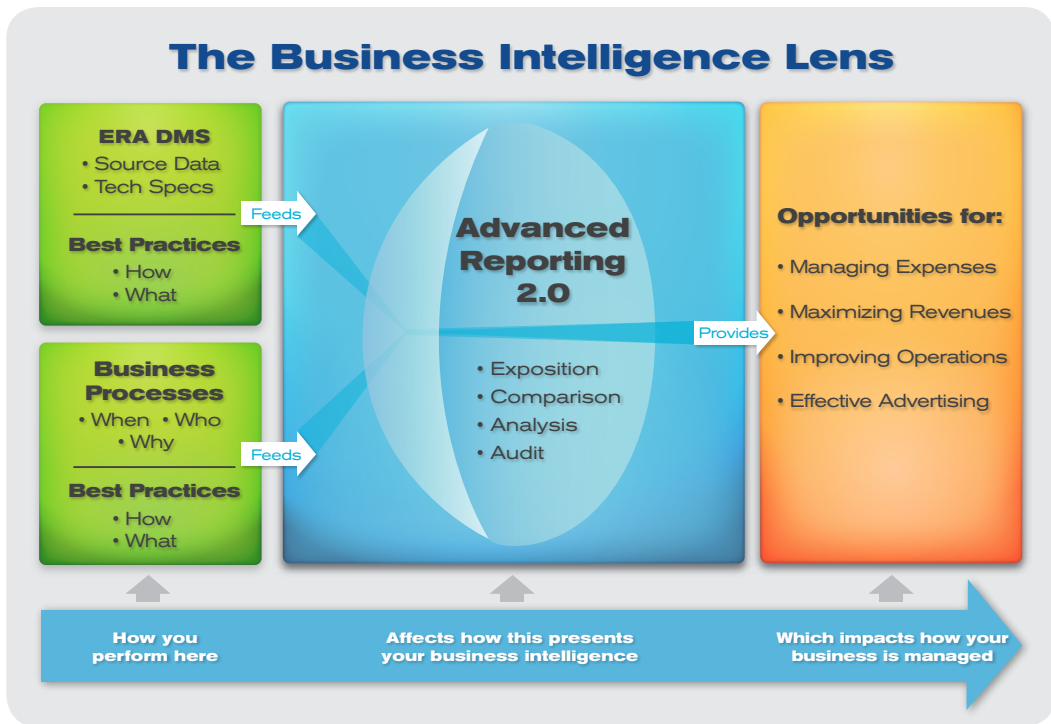


Day Three: Target

- Instruct management on Advanced Reporting 2.0 *Super User* processes.
- Assess best practices and process implementation to develop objectives.
- Evaluate future goals and explain *One Grand Guarantee*.

Profit Optimizer
Powered by Advanced Reporting 2.0

Profit Optimizer
Powered by Advanced Reporting 2.0



One Grand Guarantee

Your business and success are important to us, and through this program, we will help you cut expenses, grow revenue, or both. In fact, we're so confident we can help you, we're backing up your investment in Profit Optimizer with a *One Grand Guarantee*. If you don't realize combined savings or revenue equal to or greater than our fee within 30 days of the program, you'll be given a \$1,000 credit toward future consulting services. This guarantee, and Reynolds Consulting Services, will help ensure you attain your goals, sustain progress, and optimize your profits.*

For more information about Profit Optimizer, please contact Reynolds Consulting Services at 866.850.8194 (option 2) or e-mail consulting@reyrey.com.



MAKING BUSINESS BETTER.

*Some conditions apply. Please contact Reynolds Consulting Services for more information.