

#### Leading the industry in Automotive Software since 1994







John Palmer President & CEO ProMax & ProCredit

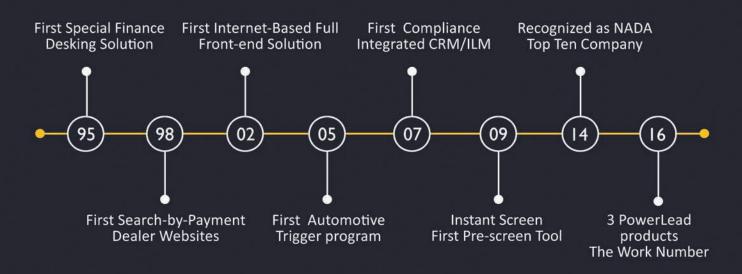
### ProMax<sup>™</sup> The Complete Solution

I formed Dealer Marketing Services, maker of the award-winning ProMax software, in 1994. After over a decade of working at car dealerships booking out deals by hand, I saw the need for a better solution and developed the idea for ProMax. Going from a paper desk log and doing calculations for every lender on each car, ProMax was revolutionary - performing tasks in a matter of seconds that used to take hours or even days.

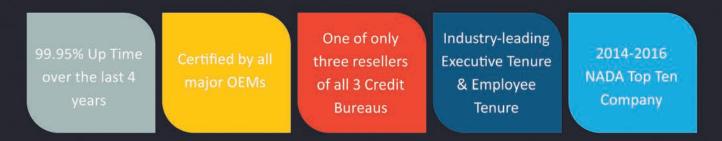
For over twenty years we have been industry pioneers, providing a total front-end solution for car dealers nationwide. Now, over 2,000 dealers use our award-winning products and services, and our #1 goal is still the same as it was then: to help dealers succeed.

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#### **22 YEARS OF INDUSTRY FIRSTS**



#### **22 YEARS OF STABILITY**





#### **Award Winning Products - Auto Dealer Monthly Dealer Choice Awards**

2016 - Diamond	Desking	2013 - Diamond
2016 - Diamond	Direct Mail	2012 - Platinum
2016 - Diamond	CRM	2012 - Diamond
2015 - Diamond	Desking	2011 - Diamond
2015 - Diamond	Direct Mail	2010 - Platinum
2015 - Platinum	CRM	2009 - Diamond
2014 - Diamond	Desking	2008 - Honorable
2014 - Diamond	Direct Mail	2007 - Platinum
2014 - Gold	CRM	2006 - Diamond
2013 - Platinum	CRM	2005 - Diamond

CRM Desking Desking

Desking

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# Always improving

#### Achieving Quality Through Continual Improvement

ProMax has been a leader in the automotive software industry for over 20 years. From our award-winning Desking and CRM modules, to our industry-first **Compliance and Credit Pre-Screen** products, we have been innovators every step of the way. We continue to innovate

and find new ways to help you translate your vision for success into reality. With a number of exciting new features already released and more on the way, 2017 promises to be our biggest year ever!

### **New for 2017**



#### **Employment and Income** Verification

Instant and accurate employment and income data for car dealers.

**GM DTAP Certification** A complete view of a customer and their relationship with GM.



#### Service

Identify, follow-up, and generate sales from your service customers!





**Email Campaigns** 

A/B testing, email analytics, and **ROI** integrated into your CRM!



Vin and Mobile DL scan Log a prospect and trade easily from your phone.



Text Notifications

Receive alerts and communicate with your customer 24/7 from your mobile phone!



#### **Employment and Income Verification**

How can you be sure you're offering the right deal to a customer when don't have accurate employment and income data? You can't. Get employer-provided income and employment data by using ProMax Employment and Income Verification Service Powered by Equifax<sup>®</sup>.

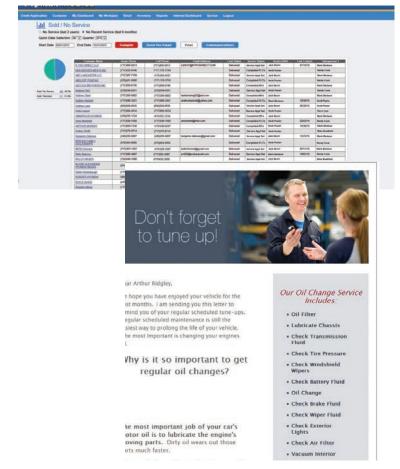
#### **GM DTAP Customer Search**

- Enhanced information about General Motors customers
- A consistent customer experience regardless of reason customer is in the dealership
- Search results contain, but are not limited to; updated contact information, previous vehicle purchases, current private offers and service repair history

All of this data is accessible to the dealership through one click of a button in the ProMax customer workscreen.

#### Mobile Vin and Driver's License scans

Streamline your process with this smartphone app. Scan the VIN and send to ProMax. You can also scan their DL and easily attach the customer to their trade. All 3 book values will immediately be available for your manager to accurately appraise the trade.





#### Service

We understand how important it is to keep your customer engaged with the dealership after the sale. Our Service Dashboard provides you details of their upcoming Service Appointment and their Equity Status. Customers within your database will display their current payment, and identify for you their upgrade eligibility. Turn that big ticket RO into another opportunity to deliver a new vehicle.

Create a campaign to bring customers back who have not been in for service and target those service customers who may not have purchased from you.

#### **Email Campaigns**

One of the great features of our award winning CRM is the ability to send a compelling message to a customer. Our integrated easy to use Email Campaign tool allows you to schedule and send specific messages to small and large groups of prospects and customers. A/B comparisons, delivery analytics and ROI are all tracked with real-time reporting right within ProMax.

#### **Text Notifications**

With 98% of text messages being read within 3 minutes of being received, ProMax offers a compliant and integrated texting solution. All messages sent and received are recorded within the customer screen for tracking purposes, allowing you to inspect and monitor all conversations with a customer.

# **Customer Relationship Management**

#### **ProMax for your sales force**

Customer Relationship Management for your sales people is an integrated module of ProMax that is extremely easy to use. This CRM tool is streamlined for salespersons to easily manage and follow up with their prospects and customers for new and repeat sales with no additional advertising expense.



- Manage all your work from your smartphone or tablet with the Mobile Workplan!
- Complete all of your Daily Tasks and drill down to customer Mobile Workscreens
- Follow-up is scheduled automatically by event, status, or group and by the salespeople for individual unique situations
- Print scheduled letters and send emails with one click, and easily record results of all calls

#### **Customer Workscreen**

- Access customer information and notes from your smartphone or tablet with the Mobile Workscreen!
- Send texts, emails, and E-brochures
- Respond to leads from your mobile device and stop the clock
- Shows chronological history of every important interaction with customer starting with lead source
- Easily schedule any activity, enter personal notes, or review sold vehicle history
- Select available incentives to be used in desking module



#### **ProMax Enhanced Email**

The ability to send compelling email messages to customers is essential to any CRM tool. Whether you're orchestrating a large campaign or sending vehicle details to a prospect from your phone, ProMax's award-winning solution has all the tools you need to succeed.



# **Equity Trade Alerts/Service Dashboard**

#### **Owner Base / Trade Alert**

Target and market to your current ownerbase for customers that are in an equitable situation AND may be able to lower their payments with a newer upgraded vehicle!

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Del Date Custon	ver Name	Sales Rep 1	Dei Typ	al NUU pe	Purchased Vehicle	Term	Rem. Term	APR	Pmt	Last Pent Date	Estimated Equity (NADA Clean Trade)	Last Srv. Date	Miles	Still Own	Traded	Date	Vehicle Traded For	Dealership
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10/21/12 Torena	Indy	Ryan Rowe	R	Ν.	2013 F250 4WD	72	45	4.99	513	11/21/18	(3,369)	06/05/14	45,852	N	Y	09/26/14	2015 F350 4WD	Marco Ford
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10/22/12 Johnson	Scott	Steve Law	L	N	2012 Fusion	36	. 9	2.25	265	05/22/15	(1991)	11/14/14	39,652	Y	N			
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- Filter options available for the following:
  - Current APR Target customers that have a high APR to lower their rate and their payment
  - CB Score Target customers based on their CB score at the time of their delivery
  - Utilize Instant Screen to see their CURRENT Credit Bureau Score
  - Payment difference Target those customers that can lower or keep their payments the same when upgrading their vehicle!
  - Estimated Equity Target customers that have equity in their vehicle
- Use our turnkey templates and automated Follow Up to call and set appointments

#### Service Dashboard

Service Customers play a vital part in the daily operations of any dealership. The Service Dashboard is an integrated module that will allow your staff to follow up and work the service lane.

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		HARRY CARROLL	Randy Cook	tis.Status	2013 SON455	Promas Motors	3.750 MILE	\$17.21	38,112						10,875	BLN				tist Re

- Shows the reason a customer is in for service along with estimated cost
- Shows if they purchased a Vehicle Service Warranty from you
- Shows the remaining term, current payment and estimated Equity
- Perform a soft-pull inquiry and determine the customer's current credit
- Present vehicle proposals to service customers, lowering their current payment and upgrade to a newer vehicle
- Trigger follow up for future contact
- Change the Service Status to follow up on declined RO's

### **Internet Lead Management**

Say goodbye to leads slipping through the cracks. Leads are the fuel that powers your sales engine and the ProMax ILM module enables you to manage all your leads in one system.

#### **ILM Features**

- Lead Activity Monitoring System A customizable configuration to monitor new leads and send out alerts by text or email if the leads haven't been worked within a certain amount of time
- Dupe Lead Configuration Options Dupe leads shouldn't equal dupe payments. We've added a host of new options to help save time and optimize your sales process



- Lead Management Reports Improved response times equals money in your pocket. Our Monitored Leads Report and OEM Lead Report give you all the information you need at a glance
- Auto-Responder Make a great first impression with a variety of high quality and image-rich messages

#### **Price Drop Alert**

Another great tool available within ProMax is the Price Drop Alert. Whenever there is a price update lowering the cost of a vehicle that one of your prospects showed interest in, ProMax will automatically generate and send out this attractive email. The Price Drop Alert will get your unsold traffic back on the lot!

- All vehicle features listed
- Integrates with vAuto and FirstLook price updates

#### Respond to leads with powerful E-brochure

- Displays up to 4 vehicles
- Can show up to 3 different payments
- Specific comments displayed per vehicle
- Shows options on vehicle
- Select rate, term & cash down for payments
- More powerful than a generic email response
- Include links to YouTube videos

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# **Certified Lead Importing**

# Would you like to have one system handle all of your leads? ProMax can do just that.

ProMax is a certified lead management tool for most OEMs. Leads can be sent directly into the ProMax system allowing your dealership to work all their incoming leads as well as leads received from the manufacturer. The manufacturers' response time clock is automatically stopped as soon as the lead is responded to from within ProMax.

- Utilize valuable ProMax reporting tools to track lead effectiveness
- ProMax administers all disposition reporting in near-real time
- Extensive list of available reports to track lead activity



#### Respond to lead notifications from your smartphone and stop the clock with ProMax Mobile!

ProMax can send lead notifications to your sales reps on their mobile devices, and they can link directly to the Mobile Workscreen. From here they can respond directly to the lead and stop the clock from anywhere. They can also:

- Access customer info and notes
- · Send texts, emails, and E-brochures
- · Change statuses, make notes, and recall customers on the go

Using ProMax lead notifications improves the timeliness of responses and gives you a competitive advantage!

#### ProMax is a certified lead management tool for the following manufacturers:



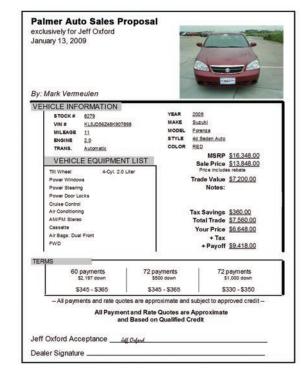
#### The ultimate desking tool for every customer in every situation

# Go from desking to proposal in under 10 seconds

- Enter stock number, cash down, trade information and the deal is done
- Change lenders and tiers on the fly, with a single mouse click
- Add rebates, insurance and service contracts in seconds
- Send the deal to your DMS instantly: Reynolds, ADP, Adam, Autosoft, DealerTrack DMS, and other top DMS systems

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Doc Fee	50.00	Definer Deal	All second second	View Deal Structure	Stips & Docs			
Bank Fee	65.00	Search OT CATS De	ial Number					

Print a ProMax proposal for every customer and start every deal at full gross



#### It's all in the presentation

- · Look professional and believable
- Select from multiple proposals
- You can customize your own proposal
- You choose the information to display
- Show a vehicle photo on your proposal

# Search your entire inventory in seconds!!

Calculate and rollback thousands of vehicle and lender combinations in seconds for the payment and/or negative equity buyer. \$2,000 upside down, midsize, \$300 a month or under. No problem!

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Steve Stafford CFO/ Partner Carolina Automotive Group

ProMax has streamlined our processes by helping us manage all the front end operations from one system. Anything from managing inventory to printing forms for F&I we have been able to accomplish. We can deliver numbers efficiently to clients and then without having any double entry push the deal to F&I saving time. One of the most impressive things about ProMax is the world class service we receive which has kept our dealerships with them for over a decade. We receive fast personal service every time we call. I am very satisfied with the team that works with us.

### **Increase your leasing penetration and sales**

~	Max		Promax Motors			*57 New *22 New	EX.Oriune I
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	1197 07				Net monthly savings	S	\$93.65
molit	1120.00	Settings			Annual net savings	1 1 1	\$1,123.74

Increasing your lease penetration is simple – you must present a Buy/Lease comparison to every new vehicle customer every time! With ProMax this could not be any easier – it's just two steps.

**Step 1** – Just enter the stock number of the new vehicle and ProMax immediately calculates up to 9 different combinations of term and down payment for both lease and retail payments with the correct programs and incentives – guaranteed!

**Step 2** – Click on the proposal you want to present to the customer and it immediately pops up the way you want the numbers to be presented on the first pencil. Click on the print button and you're done! We have many proposals to choose from or we will customize one just for your store.

#### Win big in subprime with the experts!

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- We update all your lender guidelines and the book values of your inventory
- You will never leave any money on the table or have a contract bounced back by a lender

Just enter the customer's down payment, trade ACV, payoff, monthly income, and in seconds ProMax will calculate, compare and display every combination of vehicle and lender they qualify for sorted by profit!

ProMax will help your store with the software, lenders, inventory, leads, and training you will need to sell an extra 20-100 cars a month with grosses of \$3,000-\$4,000.

# Pulling credit and staying compliant is seamless simple to manage and review... No one has a more



#### Privacy Notice is done next, along with any other forms utilized in your sales process.

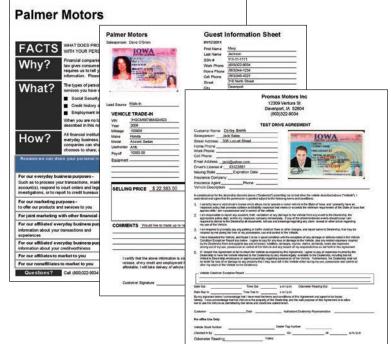
- Customer Information Worksheet
- Test Drive Agreement
- Custom forms



# Log all your ups with either a swipe of a drivers license or a mobile scan.

Immediately the customer has an OFAC check done which is a free service.





# As customers are logged your managers can take advantage of our unique, industry leading soft-pull technology Instant Screen<sup>™</sup>.

Instant Screen enables you to qualify correctly and quickly by empowering your managers with valuable information on the consumer before they pick out a car.

- Exact credit score
- Current payment & payoff
- Current Interest Rate

#### **Credit Bureaus with benefits**

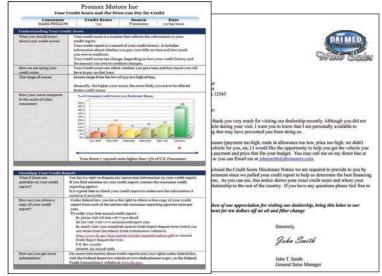
- If the red flag score is yellow, out of wallet questions are available immediately.
- Pull 1, 2 or all 3 bureaus in seconds.
- Push into Route One or Dealer Track.
- All 3 bureaus on ONE bill
- Red Flag score immediately generated and shown automatically.



# ly woven into your sales process. It's easy to do, re complete and automated compliance solution.

# Our Risk Based Pricing Solution won't disrupt your sales process or cost you sales!

- The Exception Notice is immediately generated when a credit bureau is pulled.
- A great cover letter will serve as the initial follow-up and help generate extra sales.
- The Exception Notice can now be printed and handed to the customer or we can mail all unsold traffic the notice for you with the great cover letter using our Fail-safe compliance solution, keeping your focus on the deal.
- Our Risk Based Pricing Fail-safe option monitors and tracks the customers to keep you compliant preventing any break downs in your process.





# Proof of compliance is automatically documented. You're covered in case of an audit. Everything is documented in customer notes

A	dd Note	DNC A	CC011			
Date	Time	Туре	LOC	By	Customer Notes 🦵 Hide System Notes	
01/08/11	8:00 A	System	Hometown Motors	Rowe, Ryan	Bisk-Based Pricing Notice Maled 00/08/2010	
01/07/11	12:59 P	Red Flag Score Put	Hometown Motors	Rowe,Ryan	Red Flag score pulled - 721	
01/07/11	12:59 P	System	Hometown Motors	Rowe,Ryan	Equifax pulled on PATRICLA CRENWINKLE	
01/07/11	12:58 P	Privacy Notice Printed	Hometown Motors	Rowe,Ryan	Privacy Notice printed by: Jeff Curry	
01/07/11	12:55 P	System	Hometown Motors	Rowe,Ryan	Salesperson 1 changed from unassigned to Ryan Rowe	
01/07/11	12:54 P	OFAC NOHR	Hometown	Rowe,Ryan	Patricia Ann Crenwinkle as checked against OFAC's SDN List and was not a match.	
01/07/11	12:54 P	System	Hometown	Rowe,Ryan	Driver's License Scanned 09/29/11 12:54:30	

- Everything is documented in customer notes and history.
- Everything is date and time stamped to provide proof of compliance in case of an audit.
- A hyperlink brings up the actual documents that were either printed, emailed or mailed.

# The management Compliance Review helps ensure nobody slips through the cracks!

0	ProMax <sup>®</sup>		22	<u>(8)</u> 4	. 🛯 🗯	L (9)	1	8		1 LAND	*1 New	Pre	Unkske	ada ada
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Report Date	Customer Name	Status	Lead Source	Sales Person	Sales Manager	OFAC	C8	RBP	Red Flag Status	Credit App Taken	Privacy	Auth to pull Credit	App Sub'd	Adverse Action
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08/03/2011	David Hill	Warm	Website	Dennis Selby	Scott Payne	No	791	E	(Fox					Ernted 8/8/2011
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08/04/2011	Taylor Brackenbury	Warnk	Phone Up	John Curry	Jeff Curry	No	677	E	Sec.	~	~			Excted 0/9/2011
08/05/2011	Jeff Falkers	Need Co-X	Webste	Scott Payne	Randy Cook	No	641	E	Mon .					Printed B/W/2011
08/06/2011	Boan Simmermeker	Need Co-X	AutoTrader	John Curry	Jack Becini	110	580	£	(Max		~			Errited 8/9/2011
08/06/2011	Dean.Habler	Cold	Owner Base	Sales Man	Randy Cook	No	501	e	mox )	~	~			Exted 8/9(2011
00/06/2011	Jmmy Petersen	Warms	Phone Up	Randy Cook	John Palmer	No	525	E	Mex.					Printed B/9/2011
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00/06/2011	Lonnie Rasmus	Cold	Wakuta	Randy Cook	John Palmer	No	500	E	-	100		-	100	Ennted

- All delivered deals, unsold showroom traffic and Internet leads are automatically entered.
- Incident Report automatically updated.
- Appropriate Adverse Action Letters can be selected to be either printed and mailed by dealer or by ProMax.
- Fail-safe option monitors and tracks the customers to keep vou compliant.

ADVERSE ACTION DONE!

# Call Manager<sup>™</sup> - Inbound Call Tracking System

#### Track and record all your incoming sales calls with precision

Call Manager is our incoming call tracking system which is completely integrated with ProMax. It tells you with precision how many calls you are getting from each advertising source along with how well your calls are being handled by your staff. Every incoming call is automatically tracked, allowing you to measure the results of each advertising source. Not only do we track the calls but we can also record each call for review and training. Within ProMax you will be notified of every new call. Each new call will automatically create a new customer within ProMax along with their pertinent information and voice file.

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#### **Call Manager Features & Benefits**

- Numerous reports to measure effectiveness
- Calls can be recorded
- Multiple call routing options
- Compare advertising ROIs
- Toll Free, vanity & local numbers available
- Identifies ad source for each incoming call
- Voice mail system for all missed & after hour calls

#### **Message Alerts**

Mussacu	*9 New     ProMail Leads       *4 New     Hot Market Thief       *3 New     Internet Leads       *5 New     Sales Calls
s	INSTANT MESSAGING >>)

Message Center alerts dealership of missed calls so immediate action can be taken.

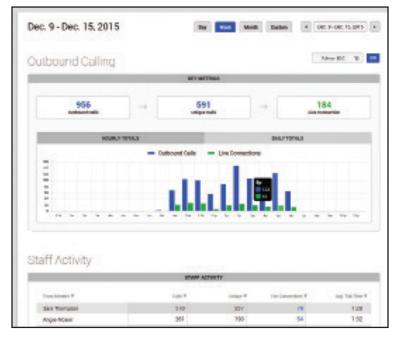
#### **Complete Integration with ProMax**

- Incoming sales calls sent directly to ProMax
- New customer account created from incoming calls
- Voice file attached to every customer's workscreen
- Notified in 'Message Center' of missed calls
- Separate 'Incoming Sales Call' prospect log
- Reports to track each advertising source ROI



# **Outbound Call Tracking System**

#### Do you have any idea how many outbound calls your sales reps and BDC reps are making or the quality of the calls?



#### **Click to Call**

Making calls couldn't be easier. Within ProMax, every prospect's Workscreen and Daily Workplan will have a 'Click to Call' button. Clicking this button will automatically initiate the call. No more wasting time dialing numbers; it's that easy!

Each outgoing call will be linked within the ProMax customer Workscreen along with all the information such as date & time of call, who made the call, and length of call. Additionally, the voice file is provided so you can listen to the call.

#### **Outbound Call Analytics**

Reports display all outbound call activity and break down the critical information.

- By individual sales or BDC reps
- By date and time
- How many calls were made
- How many calls were answered
- Compare sales and BDC reps with one another for performance tracking
- Plus more ...

The ProMax Outbound Call Tracking service will allow you to improve sales performance and accountability. Through ProMax, all outgoing calls will be tracked, managed, and recorded allowing you to effectively measure your most valuable resource - potential new customers.

# No more wondering if your reps are actually making their calls. Now you will know for sure!

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### Inventory

#### Manage, analyze and optimize your biggest investment!

Desk Log (Leader Board) Appaintment (Lead Mynril, & Result: (Linuad Prospects) (Interaction) Compliance, Head Sheet											at the second		
					New Vehicle Summary		Dealer Group Comparison Print						
Des	ster	_	Stat	R: Retail	2		50 Vehicle						
PIC	Stock	Year	Make	Model	Mileage	Days Stock	# Of Demos	Sale Price	Total Cost Pack	Price Cost	Markup	Bik Bk Avg	
-	653207	2007	GMC	Yukon 4W/D	73673	146	6	\$26,995	\$23,657	\$3,338	14.1%	(\$6,807)	
-	672232	2005	Chevrolet	Aveo	34453	121	1	\$5.547	\$2,404	\$3,143	130.7%	(\$379)	
	692258	2013	Dodge	Avenger	34747	95	1	\$13,349	\$11,308	\$2.041	18.0%	(\$1,208)	
	705268	2012	GMC	Sierra 1500 4WD	29409	86	1	\$28,995	\$25.591	\$3,404	13.3%	(\$2.041)	
-	710273	2014	Chevrolet	Captiva Sport	19925	80	1	\$19,440	\$17,439	\$2,001	11.5%	(\$3,064)	
-	718280	2003	Chevrolet	Trailblazer EXT 4WD	85115	73		\$9,773	\$8,827	\$946	10.7%	(\$4,127)	
-	728286	2003	Chevrolet	Malibu	76445	70	1	\$6,881	\$4,524	\$2,357	52.1%	(\$2,024)	
-	729286	2006	Cadillac	DTS	131155	67	1	\$8,495	\$5,385	\$3,110	57.7%	(\$785)	
	730287	2007	Toyota	Matrix	142753	66	2	\$5,995	\$3,128	\$2,867	91.7%	\$1,122	
-	734290	2013	Chevrolet	Impala	35814	63		\$16,997	\$14,128	\$2,869	20.3%	(\$1,378)	
GR.	735291	2000	Volkswagen	Cabrio	203412	61		\$2,995	\$350	\$2,645	755.7%	\$450	
-	744295	2013	Chevrolet	Malibu	37131	58	1	\$16,545	\$13,683	\$2,862	20.9%	(\$658)	
¢#_	749297	2006	Chevrolet	impala	54296	56		\$10,990	\$7,006	\$3,984	56.9%	(\$2,181)	
-	761300	2012	Chevrolet	Volt	44876	53		\$20,775	\$19,595	\$1,180	6.0%	(\$4,270)	
GI.	753303	2008	BMW	3 Series	55996	50	1	\$23,475	\$17,916	\$5,559	31.0%	(\$2,316)	
ŧ.	755303	2013	Chevrolet	Silverado 1500 4WD	15471	49	4	\$37,985	(\$397)	\$38,382		\$32,397	
÷.	764312	2008	Chevrolet	Malibu	83006	40		\$11,633	\$7,587	\$4,046	53.3%	(\$1,337)	
- 63	767315	1993	Cadillac	DeVille	134700	39	1	\$2,995	\$641	\$2,354	367.2%	(\$641)	
GI.,	771318	2010	Chevrolet	Suburban 4WD	51137	35		\$31,870	\$24,049	\$7,821	32.5%	\$2,601	
- 6.5	785330	2006	Honda	Accord Sedan	95722	23	3	\$11,999	\$7,874	\$4,125	52.4%	(\$1,024)	
10	786333	2012	Chevrolet	Traverse AWD	22995	20		\$24,966	\$21,275	\$3,691	17.3%	(\$1,925)	
10.	788333	2014	Honda	CR-V4WD	5926	20		\$25,858	\$21,350	\$4,308	20.2%	\$400	
11	791336	2008	Toyota	Sienna	90639	17		\$12,398	\$7.781	\$4.617	59.3%	\$419	

- Integrates with virtually all DMS systems; automatically adds & removes vehicles daily
- Multiple customized reports to track water in your inventory and more
- Share inventory across a dealer group for desking and inventory analysis
- New automated nightly downloads available from HomeNet, vAuto®, Dealer Specialties, DealerTrack®, eCarList, DealersLink®, CDM Data<sup>™</sup>, and more

- ProMax's master list allows you to select a make, model, style, and equipment one time to book-out cars for NADA, Kelley Blue Book, Black Book®, and ALG
- Create window stickers, book-out sheets and FTC Buyer Guides
- vAuto® integration
- First Look integration



dit Application	Customer	My Dashboard	My Workplan	Email	Inventory	Reports	Internet Dashboard	Logout
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12	ease select a nar tockNumber is un	ming scheme from th	e list that matches	your photo	\$			
		elow to browse your e been selected. click Start uplos	the "Start Upload"		Bernard			
	ou can continue i	uploading photos, or	dick this link to re-	few your u	ploaded items:	8		

#### Photo Manager<sup>™</sup> & 3rd Party Importing

Photo Manager is now available for use in ProMax. In addition to an improved interface for manually uploading your vehicle photos, there is also an automated process for importing pictures from third parties.

- Upload photos and work in ProMax at the same time
- Upload photos from mobile
- Add overlay to photos
- Drag-and-drop photo organization
- Upload photos any time and assign later
- Single or mass photo exports in .zip file
- Import photos from almost any 3rd party provider

### **ProMax Websites**

We provide state of the art websites which are fully integrated with ProMax. All of our websites are custom designed, built for effective SEO, responsive mobile, and come with a robust backend management system. The integration with ProMax will allow you to manage your website inventory and content with changes posted to your website immediately. No more having to manage your inventory, leads, or website content through multiple software systems. We also custom design websites for your special finance department.



#### Instant Auto Credit App™

Instant Auto Credit App is a quick and easy plug in app that can be placed anywhere on a dealership's website. Using soft pull technology, it allows customers to instantly see if they are preapproved and also see their exact credit score. It requires no social security number. Because it instantly provides the customer with important information in their buying process you are able to convert a higher percentage of website visitors into actual leads.

Not only will dealerships generate more leads they will also receive valuable information. With every qualified lead the dealership will receive the customer's auto summary information such as current payment, interest rate, term of loan, est. payoff, joint, plus much more...

#### **Benefits & Features**

- Complete integration with ProMax
- Custom designed graphics
- Responsive mobile design
- Designed for effective SEO
- Robust and easy to use back end management system. Even build your own web pages.
- Inventory reports designed 100% for online management with inventory updated in real time
- Inventory can automatically be exported to third party companies such as Autotrader, Cars.com, etc.
- Video can be displayed specific to each vehicle
- Customers can search inventory by monthly payment
- Specific comments can be added to each vehicle
- Custom 'Call to Action' forms
- Analytics & reports to track website activity
- Custom designed special finance websites
- Plus much more...



# **Lead Generation & BDC Services**

# Utilize our many lead generation services to target prospects around your dealership shopping for a car!

#### **Market Thief**

Also known as a trigger lead, a Market Thief lead is someone who just had their credit report pulled by a dealership or lender for the purpose of automotive financing. Your dealership can step in and help these frustrated shoppers who have been turned down by other dealers.

- Leads are exclusive to your dealership
- Response rates between 4-9%, 1% is typical for traditional
- Subprime accounts for 42.5% of the market
- Change rejections at other dealerships into deliveries at your store



#### ProLeads

Internet Leads that ProMax generates for your dealership without the hassle and headache of marketing and advertising costs!

#### **Bankruptcy Leads**

Target customers that have filed for bankruptcy and want to repair their credit score with an auto loan.



#### **Direct Mail**

Start working with the winner of Auto Dealer Monthly's Diamond Award for Direct Mail three years in a row to help drive more traffic to your dealership! We offer several different options:

- Event Mailers
- Buy Back Mailers
- Recall Mailers
- In Market Now Mailers
- Co-op Approved Mailers
- Trade Equity Mailers
- Service Conquest Mailers
- Credit Card Mailers
- Bankruptcy Mailers
- Lease Termination Mailers
- Payment Reduction Mailers
- Holiday / Seasonal Mailers

#### **BDC Services**

If you're not following up with your customers, someone else is! Don't lose a sale because you didn't make a call.

What types of leads can we handle?

- Internet Leads
- Market, ProLeads, & ProMail
- Unsold Showroom Traffic
- Trade In / Equity Campaigns
- Service Reminders / Follow Up
- Delivered Customers





Adam Breen General Manager Earnhardt Hyundai 623-388-5802 One Stop CRM! ProMax delivers outstanding tools to perform multiple tasks on a daily basis. From desking, inventory management, lead handling and everything else in between ProMax can deliver a very well performing tool to make your everyday tasks much more efficient. But it doesn't stop there; they have an outstanding team behind the scenes that are always willing and more than capable to help if you ever need anything!



Chad Mayer General Manager Nick Mayer Lincoln What I like about ProMax is the support staff that they have, they are always willing and able to help in an incredibly fast manner compared to other vendor partners I use. I think you guys are #1 in dealership satisfaction. Keep up the good work.



John Lehman Sales Manager Kasper Autogroup I have been using ProMax for over 10 years now. I truly can't imagine running a sales department without it. The balance of inventory management, desking, deal adjudication, and customer follow-up is second to none. The speed ProMax has offered me at the most critical times in a deal has helped us make more deals than I can count. The ability to analyze data to help manage staff performance is unmeasurable. The more of it I use the more money I make. The support & training staff is over the top helpful. Customer service rivals anything I've ever seen. If you are not using it, you are not operating at your full potential!



Theresa Esposito Marketing Director, Wholesale Direct

What I love most about ProMax is the support that I receive from their team. Being that I deal with all of the tech side of things it's important to have a strong connection with our rep, Jamie Bowman, and myself. She handles things within a very reasonable time frame and when I wasn't dealing directly with her, she's always gone that extra mile to make sure everything was okay and I was satisfied with the service received.



Jordan Sadler BDR Frank Myers Auto Maxx

It's super easy to add a new customer in to ProMax. Recalling customers is easy as well. Here at Frank Myers Auto Maxx, we do get a lot of referrals. There for we do use the referral log more than anything. It helps keep track of all of our referrals.



Kate Wessendorf Social Media / Internet Director McCluskey Chevrolet

One of the things I like most about ProMax is their amazing support team. Whenever an issue comes up, all I have to do is email Trista and she is on it right away!

# **ProMax**

5401 Elmore Ave. Suite 200 Davenport, IA 52807

### 800-322-9034

www.promaxunlimited.com sales@promaxunlimited.com

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