

ProMax™

Leading the industry in Automotive Software since 1994





John Palmer
President & CEO
ProMax & ProCredit

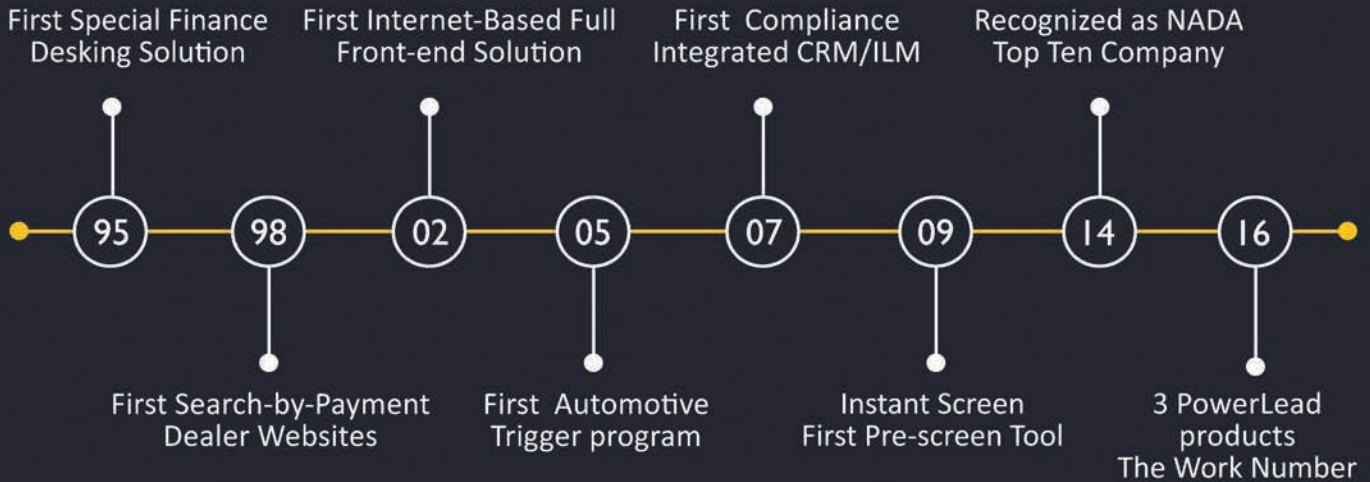
ProMax™ The Complete Solution

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.

A handwritten signature in black ink, appearing to read "John Palmer".

22 YEARS OF INDUSTRY FIRSTS



22 YEARS OF STABILITY



Award Winning Products - Auto Dealer Monthly Dealer Choice Awards

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

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.



Vin and Mobile DL scan

Log a prospect and trade easily from your phone.



Service

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



Email Campaigns

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



Text Notifications

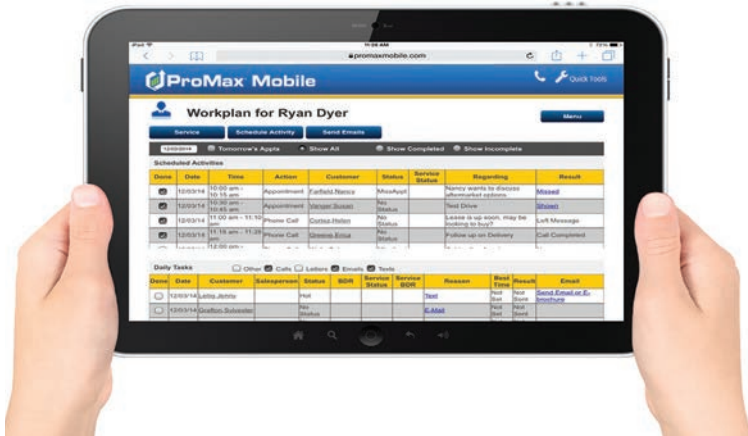
Receive alerts and communicate with your customer 24/7 from your mobile phone!



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

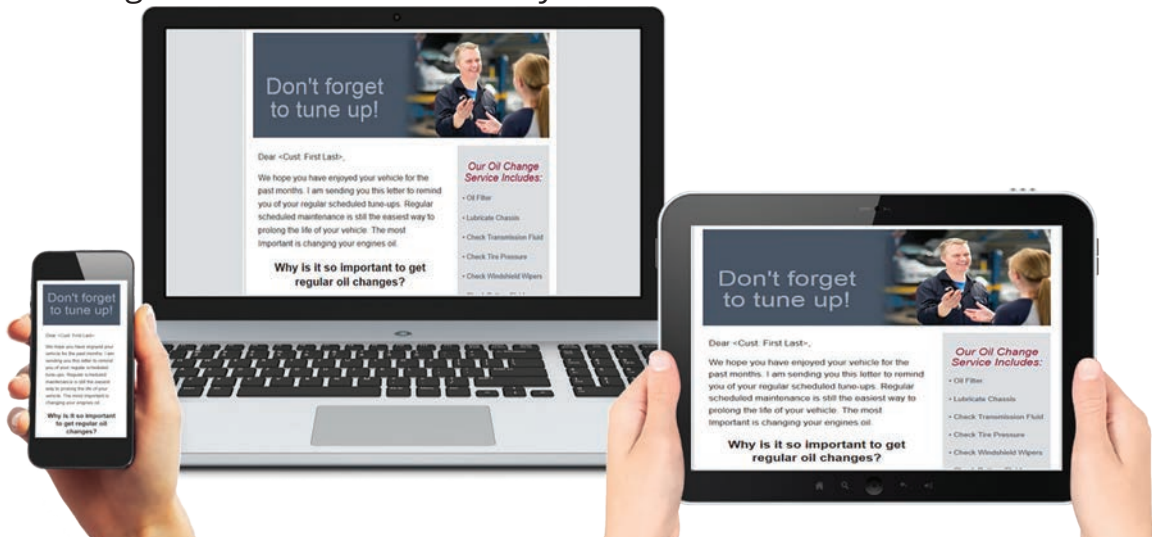
Customer Workscreen

- 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!

Del Date	Customer Name	Sales Rep	Deal #	U/I	Purchased Vehicle	Term	Num	APR	Pmt	Last Pmt Date	Estimated Equity (MSRP, Clean, Trade)	Last Sr. Date	Miles	Sell Traded	Date	Vehicle Traded For	Dealership	
10/20/12	Huat, Thaler	Mindy Hennings	L	N	2013 Explorer 4WD	39	12	2.75	413	10/20/15	(1243)	09/27/14	34,869	Y	N			
10/21/12	Texas_Aody	Ryan Rowe	R	N	2013 F250 4WD	72	45	4.99	513	11/21/18	(3,369)	06/05/14	45,852	Y	Y	09/20/14	2015 F350 4WD	Marco Ford
10/21/12	Cross_Mandy	Greg Putman	R	U	2009 Legacy	60	34	5.99	320	11/20/17	425	06/04/14	84,425	Y	N			
10/22/12	Johnson_Scott	Steve Law	L	N	2012 Fusion	36	9	2.25	265	09/22/15	(1991)	11/14/14	39,652	Y	Y			
10/20/12	Huat, Thaler	Mindy Hennings	L	N	2013 Explorer 4WD	39	12	2.75	413	10/20/15	(1243)	09/27/14	34,869	Y	N			
10/21/12	Texas_Aody	Ryan Rowe	R	N	2013 F250 4WD	72	45	4.99	513	11/21/18	(3,369)	06/05/14	45,852	Y	Y	09/20/14	2014 Traverse	Green Chevrolet
10/21/12	Cross_Mandy	Greg Putman	R	U	2009 Legacy	60	34	5.99	320	11/20/17	425	06/04/14	84,425	Y	N			
10/22/12	Johnson_Scott	Steve Law	L	N	2012 Fusion	36	9	2.25	265	09/22/15	(1991)	11/14/14	39,652	Y	Y			
10/20/12	Huat, Thaler	Mindy Hennings	L	N	2013 Explorer 4WD	39	12	2.75	413	10/20/15	(1243)	09/27/14	34,869	Y	N			
10/21/12	Texas_Aody	Ryan Rowe	R	N	2013 F250 4WD	72	45	4.99	513	11/21/18	(3,369)	06/05/14	45,852	Y	Y	09/20/14	2015 Challenger	Courtesy Dodge
10/21/12	Cross_Mandy	Greg Putman	R	U	2009 Legacy	60	34	5.99	320	11/20/17	425	06/04/14	84,425	Y	N			
10/22/12	Johnson_Scott	Steve Law	L	N	2012 Fusion	36	9	2.25	265	09/22/15	(1991)	11/14/14	39,652	Y	Y			

- 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 customer 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

Email Address:

More Cowley, now is the time to upgrade your 2015 Ford Fusion for a new and nicer vehicle with little or no money out of pocket.

We have a buyer for your 2015 Ford Fusion - Rates are as low as 4% - Incentives are at all-time highs

Call me direct at (903)843-2521 if you have any questions and set an appointment to come in - you won't be disappointed!

Below is an example of the opportunity currently available to you!

Stock No.	K1787961
Year	2017
Make	Ford
Model	Fusion
Style	4d Sedan Sport AWD
Mileage	1
Ext. Color	BLUE
Engine	2.7 L
Transmission	Auto
Est. Monthly Payment	\$234.03

*Terms are subject to credit approval and full trade appraisal at dealership.

Stanley Ford Gilmer
621 N. Wood St.
Gilmer, TX 75044 **(903)843-2521**

Want lower car payments? <Dealership> can help!

Hi -<Call First Last>.

When you are able to cut down the interest rate on your car loan, you eventually have lower monthly payments. A low interest rate also means that you have more disposable income you can put towards a savings account or use to pay off debts.

Your current interest rate is -TA APR Current-, lowering by just a couple of points could drastically reduce your monthly payment.

If you have a car loan which is at a higher interest rate, why not consider refinancing the current loan?

Please call, email, or text me to set up your appointment.

Sincerely,
-Salesperson-
Sales Consultant
-Salesperson phone- (call or text)
-Salesperson Email-
-Dealership-

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.

Date	Customer	Sales Rep	Service Status	Vehicle	Purchased From	Description	Est. Cost	Est. Wkly	APR	Term	Num	Est. Credit	New	New Vehicle	Last Contact	Upgrade Status
02/17/2018	Brown,Shelley	Randy Cook	Is Status	2016 CLC	Promax Motors	CS BEHIND START IS HOT	4,500	\$26	4.9%	72	60	2,607	BLU			Is Not
02/17/18	CROSS,MANDY	Randy Cook	Is Status	2008 SCHW	Promax Motors	CRUISE CONTROL FRONT TIRE AND	516	1	5.0%		1	5,075	BLU		02/16/13	Is Not
02/17/18	CROSS,MANDY	Randy Cook	Is Status	2003 SCHW	Promax Motors	3,750 MILE INTERNAL	538	25	11.02%		631	30,290	36	BLU		Is Not
02/17/18	DAVID,DAVID	Mark Bebbow	Is Status	2015 CLC	Promax Motors	5,000 MILES FULL SYNTHETIC OIL & FILTER	1,124	1	5.0%		1	23,000	BLU		10/20/16	Is Not
02/17/18	DAVID,DAVID	Rock Brubaker	Is Status	2014 CLC	Promax Motors	FREE WASH, WAX, POLISH, & ACCIDENTATION	30,416	1,329	11.9%	72	45	630	5,373	2015 CLC	10/20/13	Is Not
02/17/18	DAVID,DAVID	Scott Payne	Is Status	2017 CRU	Promax Motors	35000 MILE INSPECTION	73,392	3,265	18.0%	48	39	-1,832	BLU		11/05/15	Is Not
02/17/18	DEAN,DEAN	Mark Bebbow	Is Status	2014 BENCH	Promax Motors	CS CR ENGINE LIGHT ON PRESSURE	30,000	869	13.7%	72	50	2,003	BLU		04/16/14	Is Not
02/17/18	DAVID,DAVID	Mark Bebbow	Is Status	2004 LACRO	Promax Motors	FREE WASH, WAX, POLISH, & ACCIDENTATION	17,877	1,074	11.9%	72	45	630	5,373	2015 CLC	10/20/13	Is Not
02/17/18	DAVID,DAVID	Randy Cook	Is Status	2011 LACRO	Promax Motors	35000 MILE INSPECTION	51,023	43,295	13.4%	36	7	1,146	5,308	2013 CRU	09/20/13	Is Not
02/17/18	DAVID,DAVID	Rock Brubaker	Is Status	2008 LACRO	Promax Motors	TECHNICAL	88,080	848	4.8%	60	7,225	BLU		01/20/16	Is Not	
02/17/18	LESLIE,CALLYAN	Scott Payne	Is Status	2008 WDO	Promax Motors	CS HEADLIGHT BULB REPLACEMENT	116	5	128.32%				BLU		Is Not	
02/17/18	LESLIE,CALLYAN	Mark Bebbow	Is Status	2013 CLC	Promax Motors	LUBE OIL FILTER CHANGE TOP OFF	105	50	13.01%	60	1	1,76	BLU	2015 CLC	10/20/15	Is Not
02/17/18	JUDE,DAVID	Scott Payne	Is Status	2013 BOWEN	Promax Motors	REPAIR CAR	19,879						BLU		02/13/16	Is Not
02/17/18	ROGER,BILLIOTT	Randy Cook	Is Status	2008 VBE	Promax Motors	PAGE BAG RECALL	100	1	100.8%				BLU		Is Not	
02/17/18	DAVID,DAVID	Scott Payne	Is Status	2009 WDO	Promax Motors	3,750 MILE INTERNAL	542	28	184.2%				BLU		Is Not	
02/17/18	DAVID,DAVID	Randy Cook	Is Status	2013 SCHW	Promax Motors	3,750 MILE INTERNAL	807	21	38.1%				BLU		Is Not	

- 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

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!

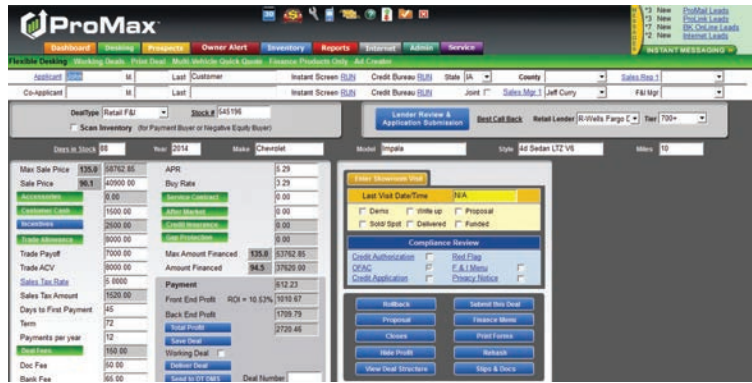
ProMax is a certified lead management tool for the following manufacturers:



The ultimate deskling tool for every customer in every situation


Go from deskling 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



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

Palmer Auto Sales Proposal
exclusively for Jeff Oxford
January 13, 2009



By: Mark Vermeulen

VEHICLE INFORMATION		YEAR	2009
STOCK #	8279	MAKE	Suzuki
VIN #	KLSJJD66248K907899	MODEL	Forenza
MILEAGE	11	STYLE	4S Sedan Auto
ENGINE	2.0	COLOR	RED
TRANS.	Automatic		

VEHICLE EQUIPMENT LIST		MSRP	\$16,349.00
Tilt Wheel	4-Cyl. 2.0 Liter	Sale Price	\$13,848.00
Power Windows		Price includes rebate	
Power Steering		Trade Value	\$7,200.00
Power Door Locks		Notes:	
Cruise Control		Tax Savings	\$360.00
Air Conditioning		Total Trade	\$7,560.00
AM/FM Stereo		Your Price	\$6,648.00
Cassette		+ Tax	
Air Bags: Dual Front		+ Payoff	\$9,418.00
FWD			

TERMS		
60 payments	72 payments	72 payments
\$2,197 down	\$500 down	\$1,000 down
\$345 - \$365	\$345 - \$365	\$330 - \$350

-- All payments and rate quotes are approximate and subject to approved credit --

All Payment and Rate Quotes are Approximate and Based on Qualified Credit

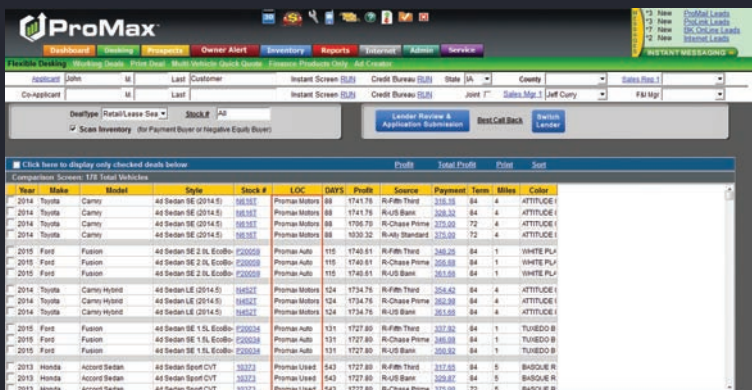
Jeff Oxford Acceptance Jeff Oxford
Dealer Signature _____

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!



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

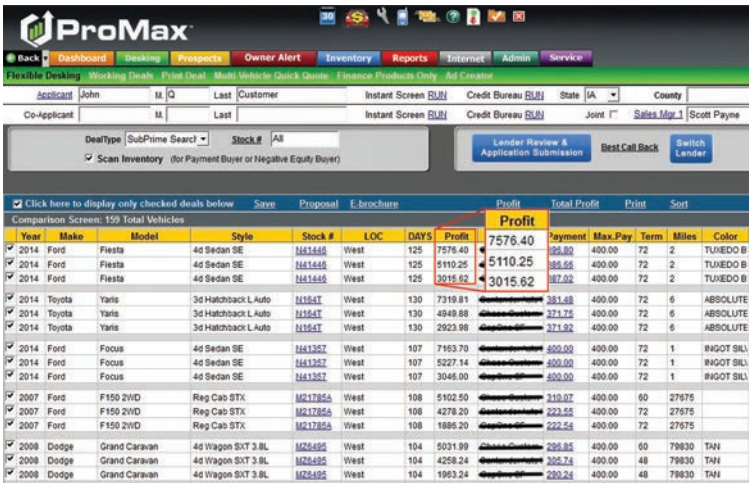


Increasing your lease penetration is simple – you must present a Buy/Lease comparison to every new vehicle customer every time! With ProMax this could not be any easier – it's just two steps.

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!



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.

- 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

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



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

- Customer Information Worksheet
- Test Drive Agreement
- Custom forms



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

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

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.



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.

PROMAX Motors Inc
Your Credit Score and the Price you Pay for Credit

Consumer	Credit Score	Source	Date
MARK PHILLIPS	799	Transunion	02/29/2010

Understanding Your Credit Score

Your credit score is a number that reflects the information in your credit report. Your credit report is a record of your credit history. It includes information about whether you pay your bills on time and how much you owe to creditors.

Your credit score can change, depending on how your credit history and the amount you owe to creditors changes.

Your Credit score can affect whether you get a loan and how much you will have to pay on that loan.

The range of scores

Generally, the higher your score, the more likely you are to be offered better credit terms.

How your score compares to the scores of other consumers

Your Score is 799 and ranks higher than 75% of U.S. Consumers.

Checking Your Credit Report

You have a right to dispute any inaccurate information on your credit report. If you find mistakes on your credit report, contact the consumer credit reporting agency.

It is a good idea to check your credit report to make sure the information it contains is accurate.

Under federal law, you have the right to obtain a free copy of your credit report from each of the nationwide consumer reporting agencies once per year.

To order your free annual credit report -

By phone: Call toll-free 1-877-351-0202
On the web: Visit www.annualcreditreport.com
By email: Mail your completed Annual Credit Report Request form (which you can obtain from the Federal Trade Commission's website at <http://www.ftc.gov>), including annualcreditreport@ftc.gov to Annual Credit Report Request Service, P.O. Box 16048, Atlanta, GA 30316-0488.

For more information about credit reports and your rights under federal law, visit the Federal Reserve's website at www.federalreserve.gov, or the Federal Trade Commission's website at www.ftc.gov.

PRIME
Auto Sales

Thank you very much for visiting our dealership recently. Although you did not take during your visit, I want you to know that I am personally available to help you with any questions you may have.

Reason (payment too high, trade in allowance too low, price too high, we didn't have the vehicle for you, etc.) I would like the opportunity to help you get the vehicle you want at a price that fits your budget. You may call me on my direct line at 404-251-12345 or you can Email me at johnsmith@abcnotes.com.

As you can see, this notice shows your exact credit score and where your credit score stands in relation to the rest of the country. If you have any questions please feel free to call me.

With our appreciation for visiting our dealership, bring this letter to our credit department for ten dollars off an oil and filter change.

Sincerely,
John Smith
John T. Smith
General Sales Manager



Proof of compliance is automatically documented. You're covered in case of an audit.

Date	Time	Type	LOC	By	Customer Notes	Hide System Notes
01/07/11	8:00 A	System	Hometown Motors	Rove, Ryan	Link-Based Privacy Notice Mailed 01/06/2012	
01/07/11	12:59 P	Red Flag Score Pull	Hometown Motors	Rove, Ryan	Red Flag score pulled - 721	
01/07/11	12:59 P	System	Hometown Motors	Rove, Ryan	Equal as pulled on PATRICIA CRENWICKLE	
01/07/11	12:59 P	Privacy Notice Printed	Hometown Motors	Rove, Ryan	Privacy Notice printed by: Jeff Curry	
01/07/11	12:55 P	System	Hometown Motors	Rove, Ryan	Salesperson 1 changed from unassigned to Ryan Rove	
01/07/11	12:54 P	OFAC NAME	Hometown Motors	Rove, Ryan	Patricia Ann Crenwickle as checked against OFAC's SDN LIST and was not a match.	
01/07/11	12:54 P	System	Hometown Motors	Rove, 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!

ProMax

Dashboard | Tracking | Prospects | Owner Alert | Inventory | Reports | Internet | Admin | Service

Reports Menu

PROMAX COMPLIANCE REVIEW

Report Date	Customer Name	Status	Lead Source	Sales Person	Sales Manager	OFAC	CB	BSP	Compile	Credit	Privacy Notice	Auth to pull Credit	App. Sub'd	Adverse Action
04/03/2011	Donna Pitt	Need \$ Down	AutoTrader	Scott Payne	Scott Payne	No	618	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	David Hill	Warm	Website	Dennis Selby	Scott Payne	No	721	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	John Wickert	Hot	Phone Up	John Curry	Randy Cook	No	582	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	John Malcher	Cold	ProMail	Scott Payne	Randy Cook	No	582	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/03/2011	Bill Molinari	Need \$ Down	AutoTrader	Sales Man	Scott Payne	No	610	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/04/2011	Maria Chiofalo	Need Co-It	AutoTrader	Scott Payne	Randy Cook	No	606	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/04/2011	Taylor Blackman	Warm	Phone Up	John Curry	Jeff Curry	No	672	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/05/2011	Jeff Fabray	Need Co-It	Website	Scott Payne	Randy Cook	No	641	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Bryan Sommer	Need Co-It	AutoTrader	John Curry	Jack Beech	No	582	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Dean Hubler	Cold	Owner Base	Sales Man	Randy Cook	No	521	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Armen Patsios	Warm	Phone Up	Randy Cook	John Palmer	No	606	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Chris Bell	Need \$ Down	Website	Corby Snick	Randy Cook	No	556	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Samuel Hernandez	Cold	Phone Up	Corby Snick	Corby Snick	No	582	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Tammy Hawkins	Warm	Website	Scott Payne	Randy Cook	No	623	E	OK	OK	OK	OK	OK	Printed 8/9/2011
08/06/2011	Leanne Blasing	Cold	Warm In	Randy Cook	John Palmer	No	582	E	OK	OK	OK	OK	OK	Printed 8/9/2011

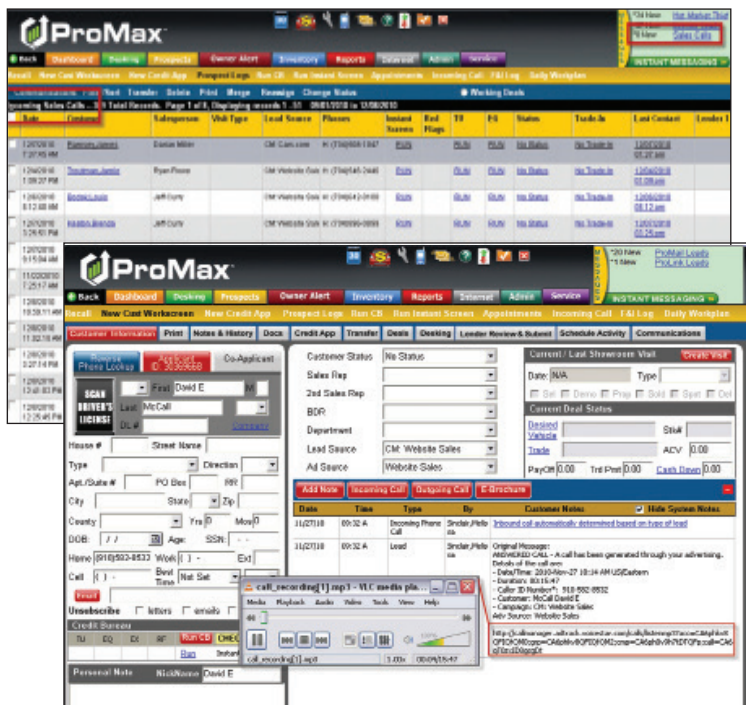
- All delivered deals, unsold showroom traffic and Internet leads are automatically entered.
- Incident Report automatically updated.
- Appropriate Adverse Action Letters can be selected to be either printed and mailed by dealer or by ProMax.
- Fail-safe option monitors and tracks the customers to keep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



Call Manager™ - 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.



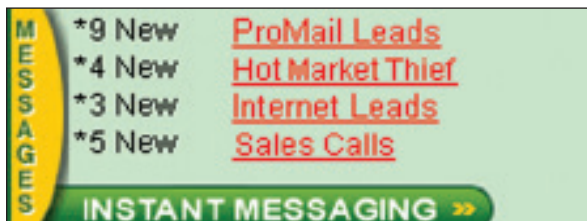
Complete Integration with ProMax

- 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

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

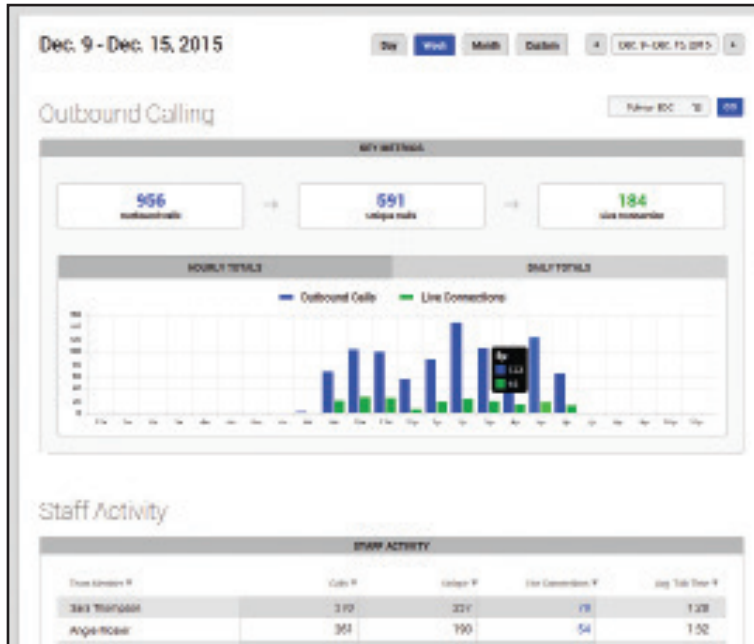


Message Center alerts dealership of missed calls so immediate action can be taken.



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?



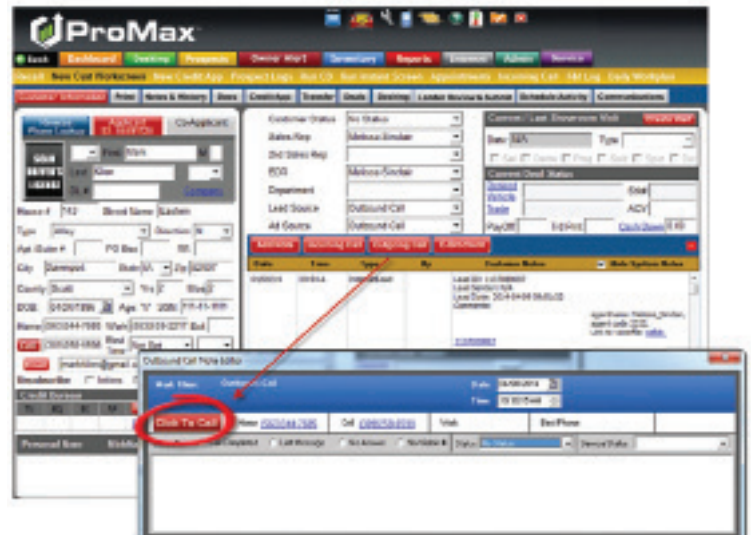
The ProMax Outbound Call Tracking service will allow you to improve sales performance and accountability. Through ProMax, all outgoing calls will be tracked, managed, and recorded allowing you to effectively measure your most valuable resource - potential new customers.

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

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 ...

Inventory

Manage, analyze and optimize your biggest investment!

PIC	Stock Number	Year	Make	Model	Mileage	Days Stock	# Of Demos	Sale Price	Total Cost	Price Cost	% Markup	Dtl. Dtl. Cost
EW	653207	2007	GM	Yukon 4WD	73673	146	6	\$26,995	\$23,657	\$3,338	14.1%	(\$6,007)
EW	672232	2005	Chevrolet	Aveo	34453	121	1	\$5,547	\$2,404	\$3,143	130.7%	(\$376)
EW	692228	2013	Dodge	Aveger	34747	95	1	\$13,349	\$11,308	\$2,041	19.0%	(\$1,200)
EW	705248	2012	GM	Sierra 1500 4WD	29408	88	1	\$28,995	\$25,591	\$3,404	13.3%	(\$2,041)
EW	710223	2014	Chevrolet	Cadillac Sport	19525	89	1	\$19,440	\$17,439	\$2,001	11.5%	(\$3,056)
EW	718280	2003	Chevrolet	Trailblazer EXT 4WD	95115	73		\$9,773	\$9,827	\$946	10.7%	(\$4,137)
EW	728286	2003	Chevrolet	Malibu	76445	70	1	\$6,881	\$4,524	\$2,357	52.1%	(\$2,024)
EW	729288	2006	Cadillac	DTX	131155	67	1	\$8,495	\$5,365	\$3,110	57.7%	(\$785)
EW	730287	2007	Toyota	Matrix	142753	66	2	\$5,995	\$3,128	\$2,867	91.7%	\$1,122
EW	734290	2013	Chevrolet	Impala	35014	63		\$16,997	\$14,128	\$2,869	20.3%	(\$1,378)
EW	735291	2000	Volkswagen	Cabrio	203412	61		\$2,995	\$350	\$2,645	755.7%	\$450
EW	746295	2013	Chevrolet	Malibu	37131	58	1	\$16,545	\$13,683	\$2,862	20.9%	(\$658)
EW	749287	2006	Chevrolet	Impala	54296	56		\$10,990	\$7,006	\$3,984	56.9%	(\$2,181)
EW	751300	2012	Chevrolet	Volt	44876	53		\$20,775	\$19,595	\$1,180	6.0%	(\$4,270)
EW	753303	2008	BMW	3 Series	55986	50	1	\$23,475	\$17,916	\$5,559	31.0%	(\$2,316)
EW	755303	2013	Chevrolet	Silverado 1500 4WD	15471	49	4	\$37,965	(\$397)	\$38,362		\$32,387
EW	764212	2009	Chevrolet	Malibu	93006	40		\$11,632	\$7,587	\$4,046	53.3%	(\$1,337)
EW	787215	1993	Cadillac	DeVille	134700	39	1	\$2,995	\$641	\$2,354	367.2%	(\$641)
EW	771318	2010	Chevrolet	Suburban 4WD	51137	35		\$31,870	\$24,049	\$7,821	32.5%	\$2,601
EW	795290	2006	Honda	Accord Sedan	95722	22	3	\$11,999	\$7,874	\$4,125	52.4%	(\$1,024)
EW	788333	2012	Chevrolet	Traverse 4WD	22995	20		\$24,966	\$21,275	\$3,691	17.3%	(\$1,929)
EW	788332	2014	Honda	CRV 4WD	5936	20		\$25,658	\$21,350	\$4,308	30.2%	\$400
EW	791326	2008	Toyota	Sienna	90539	17		\$12,298	\$7,781	\$4,517	59.3%	\$418

- 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™, 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

	NADA	Blue Book	Black Book	Residuals
Wholesale	19,025	21,340	17,525	23,125
Retail	17,225	18,300	16,775	12,200
Average	16,575	17,225	15,475	9,925
Rough	15,900	17,225	13,425	7,750
Clean	17,225	18,300	15,475	6,075
FMV/Loan	20,175	17,200	15,825	

Photo Manager™ & 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.



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...

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 pre-approved 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...





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!



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