

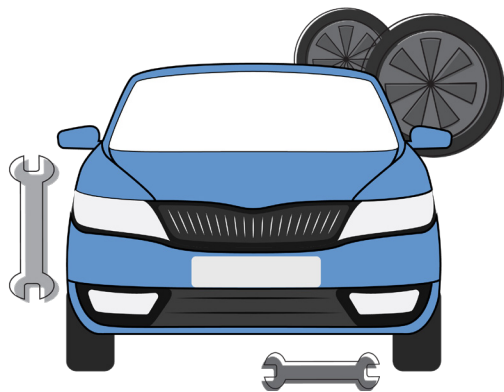


Dynatron's PriceSmart

Price Optimization for Your Fixed Operations

Who We Are

Dynatron Software is the nation's leading provider of data analytics and fixed operations consulting. We specialize in price optimization, Customer Pay Effective Labor Rate improvement, warranty labor rate, and warranty parts margin increases.



Increase your customer pay ELR to drive additional revenue through 3 major areas of focus:

- 1. Pricing Optimization:** Establish and maintain perfect pricing for customer retention and profitability.
- 2. ELR Maximization:** Easily control pricing compliance, flat rate times, and discount allocation.
- 3. Labor Rate & Parts Markup Filing:** We provide the tools to make warranty filings easy!

Outcome: An average ELR increase of **\$11/hr** and an additional **\$200K+** in annual near-net fixed ops profitability



Our Proven Process: Start Smart



EBIS/ ROAMS DATA ANALYTICS

Use our business intelligence, analytics, and reporting tools specifically engineered for complete visibility of automotive Fixed Ops management and profit optimization.

EBIS: Our reporting software measures, improves, and identifies the hidden opportunities.

ROAMS: The purpose of ROAMS is managerial efficiency - a faster look at every facet of your business.



COACHING: START SMART/ STAY SMART

Start Smart is a 6-month launch process where your coach will execute a data driven price optimization plan. This leads into the Executive 2-Day Workshop prior to Stay Smart, on-going coaching calls to further impact Price Optimization and other areas of performance.



INTELLIGENT SERVICE PRICING MYSTERY SHOP

Have you ever wondered what aftermarkets and dealers in your area are charging their customers? With our quarterly intelligent Mystery Shop, you select the competitors, services, and vehicles that you want us to shop and then we review those results with you, suggesting adjustments to your own pricing.



EXECUTIVE 2-DAY WORKSHOP

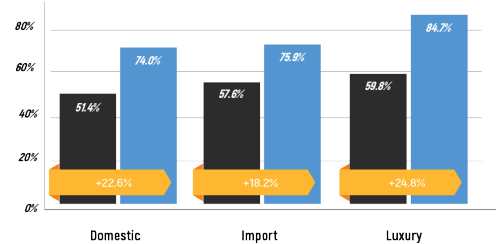
Align General Managers and Service Managers with dealership service profit management best practices that will result in a much more profitable Fixed Ops!



WARRANTY PARTS MARKUP SUBMISSION

Our team will examine your current parts pricing for gaps and opportunities to create optimal variable pricing strategies allowing you to increase ELR while remaining competitive.

AVG Warranty Parts Markup Improvement (WPMI)



WARRANTY LABOR RATE SUBMISSION

Maximize your labor rate utilizing Dynatron's proprietary business intelligence and analytics tools prior to your submission to maximize your potential filing revenue increase.

