

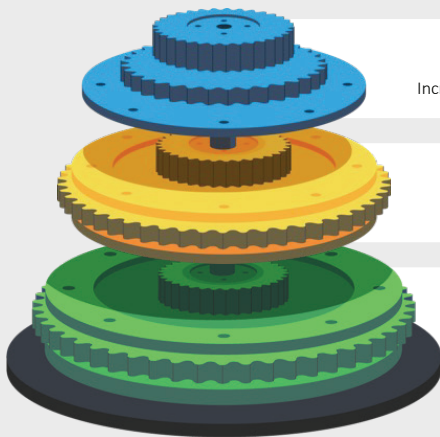


Introducing Dynatron Software

Who is Dynatron?

“Dynatron is like vAuto for your Fixed Operations” - Dale Pollack, vAuto Founder

As the best kept secret for fixed operations, we find data-driven hidden opportunities and execute our proven process that historically has generated an average of **\$200K of revenue within the first year**. Directed by industry luminary Les Silver, Dynatron Software has over 25+ years of experience as the nation’s leading provider of fixed operations profitability solutions. As retail dealer advocates, Dynatron has a core belief that our solutions need to be **Smart, Easy, and Profit Driven**.



MarketSmart

Increase Traffic To Your Service Drive

SellSmart

Sell More To Each Customer

PriceSmart

Optimize Your Pricing

What Do We Do?

Our foundational **PriceSmart** solution makes complex DMS data easily digestible, thus actionable for optimizing price, maximizing ELR, and improving profitability.

Dynatron’s solutions are powered by our advanced analytics platform **ROI Suite** (Repair Order Insights) that identifies the hidden revenue opportunities. Our **expert coaches** leverage proven processes and best practices to turn business intelligence into measurable results.

All dealerships will benefit from the services we offer, from a single rooftop to a large automotive group.

How Do We Do It?

By using our proprietary advanced **ROI** analytics platform, in particular our **Virtual Performance Group (VPG)** and our **Mystery Shop Intelligence**, our **expert coaches** will work with you to identify the perfect repair and maintenance price for retention and profitability.

Another way CP ELR is continually optimized is through automated **compliance reporting**. This provides your management team a quick daily accountability process for coaching service advisors. It is imperative to maximize your CP ELR **prior to filing your warranty labor rate**, as it significantly improves your opportunity.



What Happens After You Say Yes?



Everything begins with **PriceSmart** to maximize ELR! Our clients then reinvest some of their newly acquired revenue into our other premium solutions to sell more (**SellSmart**) and increase traffic (**MarketSmart**).

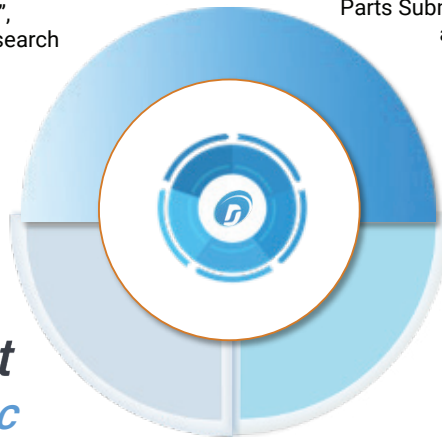
PriceSmart

PRICING OPTIMIZATION

Increases CP ELR through Data Driven "perfect pricing", compliance, and market research

FILESMART

Maximize Warranty Labor and Parts Submissions with technology and experience



MarketSmart

INCREASE TRAFFIC

Data-Driven Marketing Solutions

SellSmart

SELL MORE

Continuous On-Site & Remote Service Advisor Training to Increase Hours & Dollars Per RO

Accelerating service department revenue is easier than ever with Dynatron as a strategic partner. Learn more about us and what we do for our customers at www.dynatronsoftware.com.