

On the Record

Tom Brecht On Making Business Better

“Our Web Site Traffic Has Increased By 20%.”

Tom Brecht

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“Our success in building profitable relationships with customers is because of our strategy for continual customer interaction online. By establishing a central point of communication through POWER’s Internet Business Connection (IBC) Owner Circle, customers have convenient 24/7 access to their personal vehicle and service information. We are creating a stronger connection between our dealership and the customer and improving service revenue.”

**MAKING
BUSINESS
BETTER.**



TOM BRECHT, PRESIDENT
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To hear more about Brecht BMW and Brecht MINI, visit www.reyrey.com/MakingBusinessBetter

To Contact Reynolds Please Call **800.767.7879**

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