

On the Record

Kevin Houghtaling On Making Business Better

**“We Can Count On
An Additional 6 To 10
Deals Per Month.”**

Kevin Houghtaling

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“Our success in targeting existing customers for new vehicle sales is the result of our comprehensive customer contact strategy. By quickly getting a snapshot of our customers’ current vehicle equity positions based on the criteria I set with Equity Calculator, I contact the right customers in the right equity at just the right time, to get those customers back into the dealership and sell more new vehicles.”

**MAKING
BUSINESS
BETTER.**



KEVIN HOUGHTALING, CRM/EBUSINESS DIRECTOR
Franklin Sussex Auto Mall, Sussex, New Jersey



Be the Boss. Demand Reynolds.

To hear more about Sussex Auto Mall, visit
www.reyrey.com/MakingBusinessBetter

To contact Reynolds please call **1.888.853.2617**

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