

On the Record

Rick Sheppard On Making Business Better

**“We Increased Business
And Cut Our Mailing
Costs By 50%.”**

Rick Sheppard

.....

“Our success in regularly contacting customers while staying compliant with customer privacy laws is because of our accurate Name File. By automatically updating customer addresses, phone numbers, and Do Not Contact information with Name File Services, we have eliminated time-consuming manual updates and dramatically reduced our returned mail. We save money on postage and ensure that our messages reach customers the first time, all without the risk of non-compliance fines.”

**MAKING
BUSINESS
BETTER.**



RICK SHEPPARD, BUSINESS DEVELOPMENT CENTER
Uftring Automotive Group, Peoria, Illinois



Be the Boss. Demand Reynolds.

To hear more about Uftring Automotive Group, visit

www.reyrey.com/MakingBusinessBetter

To contact Reynolds please call **1.866.511.0608**

© 2008 The Reynolds and Reynolds Company. All Rights Reserved.