

# Designed to Work Together

# ERA IGNITE

U.S.

Sales and F&amp;I Solutions

Save time, sell more, and improve your customer's entire Sales and F&I experience from calculating initial payment options to signing the last deal form.

## Optimize Performance

Quality tools designed to work together make efficiency a possibility. Avoid using a disjointed process that limits speed and accuracy.

- Rely on a single calculation engine to ensure payments match across ERA-IGNITE applications.
- Receive instant pricing and ready-to-sign contracts for aftermarket products direct from the provider.
- Access services and forms on-demand, 24/7/365.
- Breathe easier with tax and fee calculations proactively managed and updated by Reynolds.



*Sales and F&I solutions are working together, working for you, for maximum performance and results.*

### Desk the Deal

Analyze your deals based on lender, vehicle, and credit score and then quickly rank payment scenarios.

- Keep customers engaged by quickly and accurately calculating multiple finance, lease, and cash payment options.
- Increase credibility with printed proposals.
- Reduce errors with automatic updating of vehicle, customer, and deal records.
- Simply select and present the options that best meet your customer's targeted payment and your profit criteria.
- Eliminate the guesswork of gross profit calculation and analysis.
- Review a "Best Rates" list of other lenders in your region.

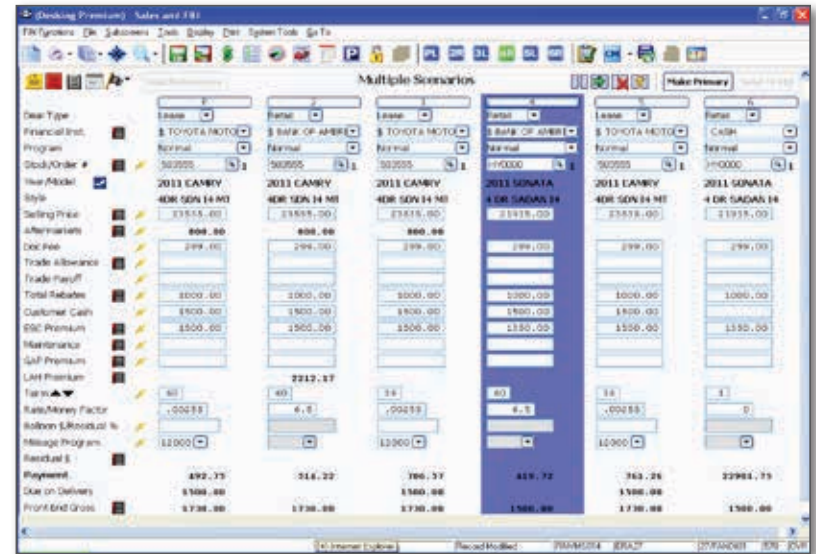
### Pull Credit Reports

Make smart decisions quickly with specialized credit reporting and automated compliance using Credit Bureau Inquiry.

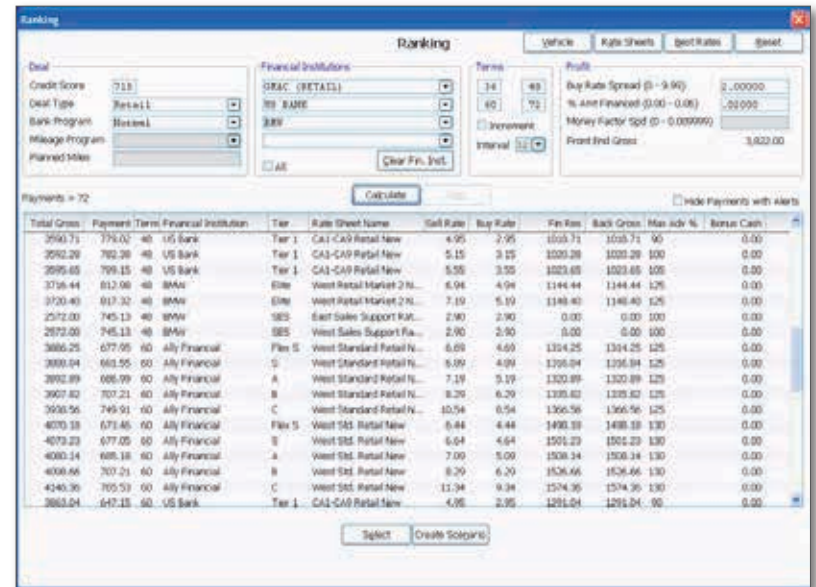
- Access previously pulled reports up to 30 days for free or store them permanently with each deal.
- Manage compliance with automated Office of Foreign Assets Control (OFAC) screenings, Red Flags identity verification, Credit Score Disclosure Exception Notice, and Adverse Action Letters.

“Desking and Rates and Residuals work hand-in-hand which means I have to click through fewer screens. The **amount of errors has been greatly reduced** too since i don't have to rekey all the information.”

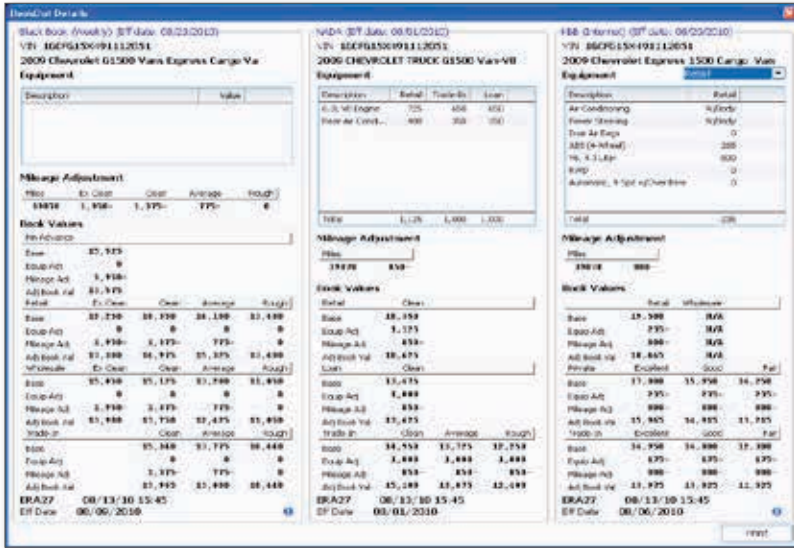
**Mike Cabot**  
**New Car Manager**  
 Key West Toyota  
 Key West, FL



With Desking, you can quickly calculate and present multiple payment options.



Sort Rates and Residuals' results by clicking on the desired column header.



Vehicle BookOut automates access to NADA Official Used Car Guide®, Black Book®, and Kelley Blue Book®.



Conveniently present products and packages in your preferred format with F&I Menus.

## Bookout Vehicles

Accelerate the time it takes to value a trade or used vehicle sale with Vehicle BookOut.

- Quickly access valuation guides side-by-side on one screen.
- Values are date, time, and user-stamped and can be saved.

## Review Vehicle History Reports

Conveniently run reports by stock number or VIN and view within several applications with AutoCheck® Plus.

- Quickly evaluate trades with the exclusive AutoCheck Score.
- Effectively market pre-owned inventory with Buyback Protection.

## Submit Credit Applications

Take advantage of faster credit applications with an efficient mechanism for entering, storing, printing, and transmitting credit application data.

## Sell More F&I Products

Customizable presentations help sell aftermarket products.

- Obtain service contract and aftermarket product pricing direct from the provider in real time, and electronically book contracts at point of sale.
- Engage your customers and sell more products in less time with interactive presentations.
- Track results and effectiveness for process improvement.

## Validate Contract

- Electronically validate contract data to ensure all information is accurate, before the customer leaves your dealership.

### Engage the Customer

Save time and sell more F&I products with a personalized, interactive menu presentation while meeting compliance.

- Customize menus to fit your selling process.
- Upsell products with customer-involved presentations and printable product brochures.
- Ensure full disclosure in multiple languages and get every signature - every time.



*Empower customers and let them guide the way.*

Deal Date	Employees	Year	Model	Stock	Days	F&I Profit	Sales Profit	Gross Profit	Deal Origin	Mo	Deal Name	Deal...	
01/05/2012	511 AMY COON	2012	CARMA3	417749	31	4,268.50	3,186.50	8,024.41	CP	1	15.848	F&I	
01/05/2012	511 AMY COON	2012	CARMA5	427749	34	3,268.50	3,500.50	8,650.41	CP	1	16.834	F&I	
01/05/2012	511 PAUL ABLE	2012	RAV4	39466	24	-4,437.00	3,700.00	4,650.00	CP	1	17.074	F&I	
<b>Average:</b>						359	1,501.50	11,015.00	12,206.50			5.0	0.00
<b>total:</b>						9600	41,192.00	108,271.00	129,577.00				0.00

*Standard reports can be easily customized for your business needs.*

“ERA-IGNITE has made our processes easier, especially since we have the whole package working together. It's easier to track our processes and important metrics like gross profit. We're completing our tasks faster and we look more professional in front of the customer.”

**Jason Rex**  
**Sales Manager**

Vision Volkswagen Audi  
Leesport, PA

### Rely on Complete Reports

Working deals in one system not only streamlines your process, it also provides more reliable reporting for better management. Comprehensive reporting is based on complete data centralized in one source.

### Designed to Perform

Reynolds Sales and F&I solutions are designed to work together to help you improve speed, accuracy, profit, and customer satisfaction. With this set of coordinating tools, you can save time, sell more, and serve your customers better, all while successfully managing compliance.



MAKING BUSINESS BETTER.