

# Factory Style Maintenance Menus for ERA<sup>®</sup> Service Price Guides



## Sell More than Oil Changes

Fixed Operations Solutions for ERA<sup>®</sup>

U.S.

Take better care of your customers and maximize your service profit per repair order (RO) with Service Price Guides' Factory Style Maintenance Menus – a customizable, menu-based tool that helps you easily and professionally sell complete maintenance packages.

### Effective Menu Selling

Factory Style Maintenance Menus helps your advisors quickly and confidently offer exact factory recommended maintenance. Full integration with Service Price Guides and your ERA system simplifies the RO process and allows you to easily give accurate maintenance estimates. Factory Style Maintenance Menus can increase your profitability by helping your advisors:

- Include all appropriate services.
- Use exact to-the-penny pricing, not average pricing.
- Identify all appropriate inspections and ensure they are completed.
- Clearly indicate dealer vs. manufacturer recommended services.

Regional Service Recommendations	
<input type="checkbox"/> Balance & Rotate Tires	\$40.80
<input type="checkbox"/> 4 Wheel Alignment	\$81.65
<input checked="" type="checkbox"/> Automatic Transmission Fluid Exch (Incls 14qts fluid)	\$187.65
<input type="checkbox"/> Flush Brake System	\$72.28
<input type="checkbox"/> Performance Oil & Filter Change	\$47.47
<input type="checkbox"/> Fuel Injectors, Clean	\$59.78
<input type="checkbox"/> Wiper Blades, r&r OEM	\$44.56
<input checked="" type="checkbox"/> Battery Service	\$17.61
<input checked="" type="checkbox"/> Brake Service	\$73.11
<input checked="" type="checkbox"/> Flush Power Steering System	\$86.97

**Total: \$286.90**

Factory Style Maintenance Menus shown on Service Sales Kit

## Factory Style Maintenance Menus for ERA® Service Price Guides

### Accurate and Integrated

Factory Style Maintenance Menus provides complete maintenance requirements that are specific to the make, model, year, engine, and driving conditions of every vehicle. The system will prompt for any available vehicle options and recommend mileage and conditional based services according to model. It will also show you parts availability and attach all appropriate parts to the RO. With Service Price Guides integration, your advisors can pull accurate pricing for labor, parts, and materials into every menu.

- Accurately quote labor pricing.
- Apply parts pricing based on Price Level code.
- Choose between roll up or menu pricing.

*“We have seen a definite increase in overall service sales and hours per RO with Service Price Guides’ Factory Style Maintenance Menus! We can quickly and easily show the customer the value of what we offer with a detailed list of items that each service requires...and we don’t have to depend on the advisor remembering it all and trying to explain it. It helps us build the value of the services we provide, which increases our customer satisfaction and our bottom line.”*

**Larry Williams, IT Manager**  
**Phil Hughes Honda**  
**Athens, GA**

### Uniquely Flexible

Only Reynolds gives you the ability to easily modify the menu. In just seconds, you can customize service menus based on your specific market conditions and labor rates by skill level. Estimates, ROs, and invoices will indicate which services are dealer recommended and which are factory recommended. Services can be easily selected or unselected based on vehicle history.

Let Factory Style Maintenance Menus help you get the most out of every RO by effectively selling complete maintenance packages instead of just oil changes.

**For more information on  
Factory Style Maintenance  
Menus, please contact your  
Reynolds Account Manager  
or call 800.767.7879.**



MAKING **BUSINESS** BETTER.