

## Reynolds Consulting Services Adds New Offering to Help Dealerships Control Costs and Increase Revenue

*Profit Optimizer Utilizes Reynolds' Advanced Reporting Tool to Deliver Optimal Results from the ERA DMS*

**DAYTON, OHIO – June 22, 2009** – The Reynolds and Reynolds Company today announced a new offering from Reynolds Consulting Services – [Profit Optimizer: Powered by Advanced Reporting 2.0](#). Profit Optimizer helps dealerships evaluate and improve the utilization of their [ERA® dealership management system \(DMS\)](#), focusing on key business metrics and operating processes that can deliver tangible business results across the dealership. With Profit Optimizer, dealers also learn additional strategies for developing new sources of revenue, better controlling costs, and gaining more profit.

“Our products and services have always focused on providing tools that help dealers operate more effectively and efficiently,” said Trey Hiers, vice president, Corporate Marketing, at Reynolds. “We believe the ERA DMS already is one of the most valuable assets in the dealership. As we talk with dealership managers, we hear them asking to do even more with their DMS – especially during the current automotive downturn. As a result, we designed Profit Optimizer to help dealers achieve the greatest advantage in using the capabilities of the ERA system to improve their operations and bottom line.”

Through Profit Optimizer, Reynolds' experienced consultants help dealers use their ERA DMS and the Advanced Reporting tool more effectively to provide the right dealership information at the right time in order to take actions necessary to improve their business. The consultants also work with dealers to examine dealership performance benchmarks and monitor performance trends over time. In addition, Reynolds consultants help dealers implement expense control and revenue growth best practices. Taken together, these are all avenues that help dealers identify operational improvements, uncover ways to save money, and recover lost revenue.

[Reynolds Consulting Services](#) is one of the most comprehensive and thorough consulting practices in the automotive industry. Reynolds consultants possess a wealth of practical industry knowledge and best practices solutions; the average team member has approximately 25 years of automotive retailing and Reynolds system experience.

### About Reynolds

Reynolds and Reynolds is the automotive industry's largest and most trusted provider of automobile dealership software, services, and forms to help dealerships improve business results. The company is headquartered in Dayton, Ohio, with major operations in Houston and College Station, Texas, and Celina, Ohio. ([www.reyrey.com](http://www.reyrey.com))

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