

UNCOVER & IDENTIFY YOUR REVENUE GAPS

Dynatron Profit Gap Analysis

When you own a Ferrari, you go to a Ferrari mechanic. So when you need help optimizing your Fixed Ops department, you come to Dynatron. Specializing in Fixed Ops revenue optimization, dynatron has the specialized tools and trained consultants you need to maximize your Fixed Ops revenue potential. But where do you begin? You begin with a plan...

We do all the work, you get the results:

Our Profit Gap Analysis (PGA) process is simple and fast, with typical results complete in less than 30 days. First, our proprietary technology connects directly into your DMS and begins to organize and sort your customer pay and warranty repair order data covering the last 18-24 months. Next, our expert team evaluates and analyzes your data in specific areas to identify **the biggest** areas of lost revenue. The results are then packaged into an executive summary that is presented to you and your team.

This analysis will allow us to compare your CP pricing, CP ELR, and flat rate time on specific services to other dealers of similar:

- Brand(s)
- Region
- Size

Our results speak for themselves:

By focusing on customer pay and warranty repair order data, we are able to identify specific areas of missed revenue opportunity in your Fixed Ops department. Based on our analysis, typical recommendations can result in:

- Customer Pay ELR - **Average lift of \$11+/HR**
- Warranty Labor Rate - **Average increase of \$17.80+/HR**
- Warranty Parts Markup Increase - **Average approved mark-up 24.9%**

**2021 Averages*

We do all the work, you get the results:

Now that you have identified the opportunities, how do you turn a plan into action? With over 25 years of experience working with thousands of dealerships across the country, Dynatron is the leading provider of automotive fixed operations data analytics, business intelligence and pricing optimization. We can help you execute your plan and provide quantifiable and substantial ROI, with the least amount of managerial effort!

Highlight your department's areas of GREATEST potential improvement and profit growth.

