

6 Tools **PROVEN** To Double CP/RO Count In 12 Months

Reveal strategies thousands of
successful dealers use to win-back
34+% of lost customers



Customer Retention Technology

Vehicle Repurchase Report™

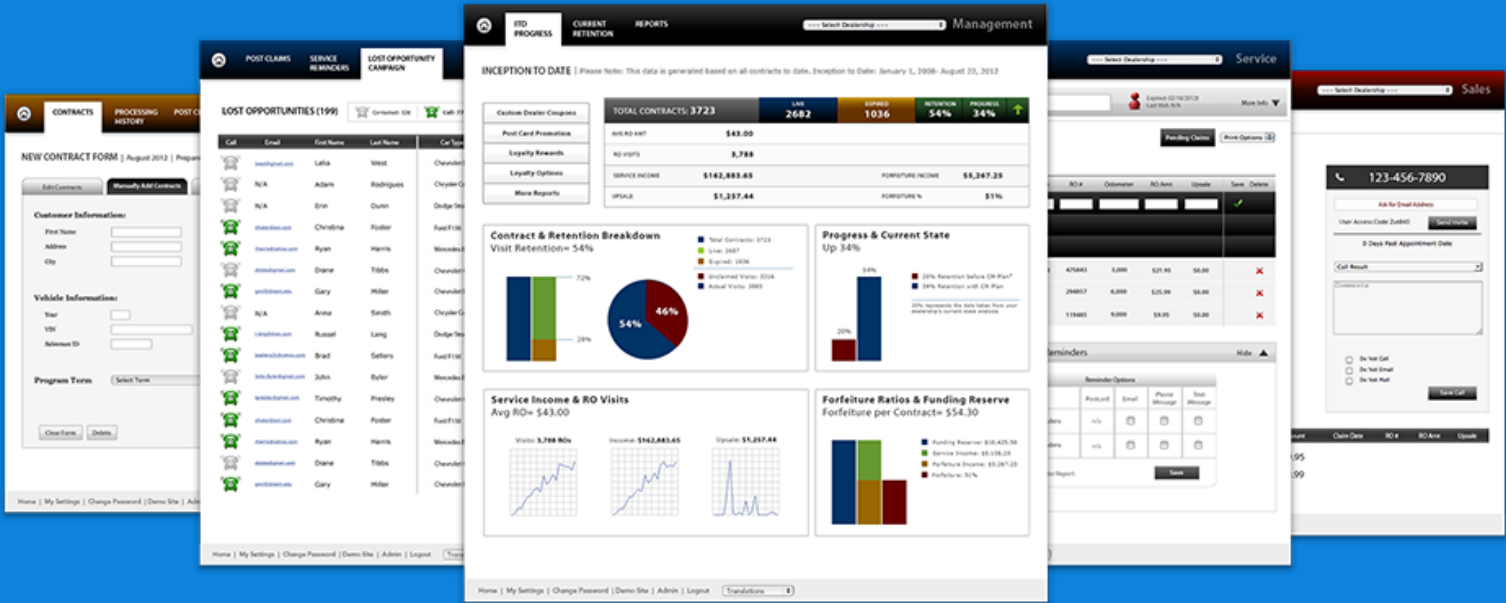


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MaintenanceProgram.com

Customer Retention Technology



Innovation is a Tradition

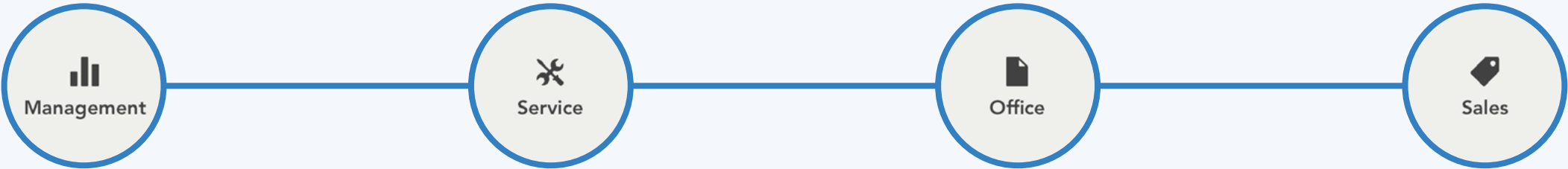


MaintenanceProgram.com is home to Customer Retention Technology and Service Management Software tools designed for franchised auto dealers to manage their Complimentary Maintenance and Automotive Loyalty Programs administered by Performance Administration Corp.

- Lost Opportunity Transformer™
- Dealer Performance Reports™
- Easy Online Claims Posting
- Transparent Accounting
- Automatic Service Reminders
- Secure Online Payments
- Personalized Call Screens
- e-Contracting / DMS Integration
- CRM & CX Follow-Up Tools
- Fraud Protection

Last year, we invested more than \$1 million into software development, including improvements to existing tools to keep up with technological advancements as well as building and incorporating new reporting tools requested by auto dealers to meet their needs. Maintenance Program Software is an all-in-one solution tailored to our client's needs — *to put the auto dealer in control of customer retention.*

A Dashboard for Every Department



Management Dashboard *Executives Only*

24/7 access to high-level data tools to help Dealers and GMs make more informed decisions to improve dealership performance and profitability.

- *Ensure all business and administrative reports are correctly maintained.*
- *Ensure consistency with annual projections for short and long-term goals.*
- *Monitor gross profit and net profit for the dealership.*
- *Manage contract and retention growth, service income, RO visits, forfeiture and funding reserve ratios.*

Office Dashboard *All In One Place*

Tackle all your tasks Online with optional DMS integration that does the hard work for you.

- *Add, edit and submit contracts for new business.*
- *Get paid and make secure Online payments.*
- *View all claims and contract register history.*
- *Post claims the service department missed.*
- *View Dealer Performance Reports on-the-fly.*

Service Dashboard *The Only Tool You'll Ever Need*

A one-stop-shop for posting claims, sending service reminders and tracking customers who haven't returned for service so you can drive consistent service traffic and increase CP/RO counts.

- *Quickly and easily post claims Online in 3 steps.*
- *Protect your program against fraud.*
- *Send timely service reminders and schedule upcoming service appointments.*
- **Invite Lost Opportunity Customers™ back for service to recuperate lost dollars in your service department.*
- *Process and redeem customer loyalty rewards.*

Sales Dashboard *Train for the Future*

This customer relationship management tool allows you to track and organize recent vehicle deliveries so you can connect with customers and build relationships that will drive customers back for service and repurchase.

- *Follow-up to ensure satisfaction.*
- *View customer service history.*
- *Manage upcoming service appointments.*

***Dealerships who contact Lost Opportunity Customers™ see an average 34+% increase in return customers.**

Tool 1



Online Claims Administration

Why our dealers love it:

- ✓ Quick & easy to use
- ✓ Acts as control system to protect program against fraud and to measure claims retention effectiveness
- ✓ Saves money by preventing customers from using and abusing duplicate offers

Online Claims Administration

1

2

3

3 COUPONS				Earn Loyalty Points		Redeem Loyalty Points						
Claim	Description	Code	Amount	Claim Date	RO #	Odometer	RO Amt	Upsale	Save	Delete		
CLAIM	Multi-point Inspection	cp01-09484	\$25.99	3/17/2018	098743	12,000	\$65.95	14.95	✓			
AVAILABLE	Lube, Oil & Filter	cp01-09485	\$19.99									
AVAILABLE	Tire Rotation/ Inspect Pressure	cp01-09486	\$21.95									
PAID	Lubricate Chassis	cp01-09481	\$21.95	12/11/2011	475843	3,000	\$21.95	\$0.00		✗		
PAID	Multi-point Inspection	cp01-09482	\$25.99	2/15/2012	294857	6,000	\$25.99	\$0.00		✗		
PAID	Exterior Car Wash	cp01-09483	\$9.95	4/21/2012	119485	9,000	\$9.95	\$0.00		✗		

It Couldn't Be Easier

Discover how quick and easy it is to post claims and protect your program against fraud.

With MaintenanceProgram.com you can post a claim in three simple steps, just input the following information:

1. RO number
2. Odometer reading and
3. RO amount

Click save and you're done — it's that simple. We'll input the date and calculate the up-sale Amount. Our optional DMS Integration doesn't collect any NPI (non-public information). We simply tell you what you want to know, like how much customer pay work is sold, how much internal work was performed and how much warranty dollars were filed with the manufacturer.

Miss a claim? Not a problem. We have a tool that allows office staff to post missed claims. And fraud protection? We have that covered too. Our system uses a unique claim ID procedure that prevents customers from abusing your complimentary offerings — just one more way we ensure your dealership comes out on top.

[Request a demo](#) to see how easy it is to post claims on any device, from anywhere.

Tool 2



The Lost Opportunity Transformer™

Why our dealers love it:



Allows dealers to reach out to customers who haven't returned for service



Dealers see an average 34+% win-back rate of lost opportunity customers™



Helps dealers recuperate lost opportunity dollars™ in service department

The Lost Opportunity Transformer™



Boost Productivity and Profits

Recuperate Lost Opportunity Dollars™ in your service department by reaching out to customers who haven't returned for service.

Dealerships who take advantage of The Lost Opportunity Transformer™ are **successful in driving 34+%** of lost customers back to their dealership for service.

The Lost Opportunity Transformer™ is a reputation management tool that captures customers who haven't returned for service so you can reach out via phone, email or text message to invite them back to your dealership for service. You can sort customers based on vehicle make and model and number of days past their scheduled appointment date so you can send targeted messages to drive them back.

From Lost to Loyal



What Our Dealers Are Saying:

“ from 18% to 56% ”

Before we started working with Greenwood Chevrolet of Youngstown, Ohio, their customer retention was at 18% based upon each customer having 2.5 service visits per year. Once they started utilizing Certified Maintenance® and the LOT, that **number rose to 56%**.

“We now have a service department that’s consistently packed with high quality customers and traffic. People trust us to do a full line of work — from full maintenance to larger repairs.”

—Greg Greenwood, Owner/Operator
Greenwood Chevrolet

“ 70% Retention ”

Certified Maintenance® and the LOT have also benefited Hyundai of New Port Richey, Florida, helping them achieve close to **70% new and used customer retention** in their service department.

“Using these web-based claims processing systems makes claim processing quick and easy. I would recommend Performance Administration Corp. to any dealer serious about improving customer satisfaction and service department retention.”

—Scott Fink, President
Hyundai of New Port Richey

Are you ready to **Double or Triple Service RO Count** at your dealership?

Tool 3



The Executive Report™

Why our dealers love it:



Automatically delivered via email at the end of each month

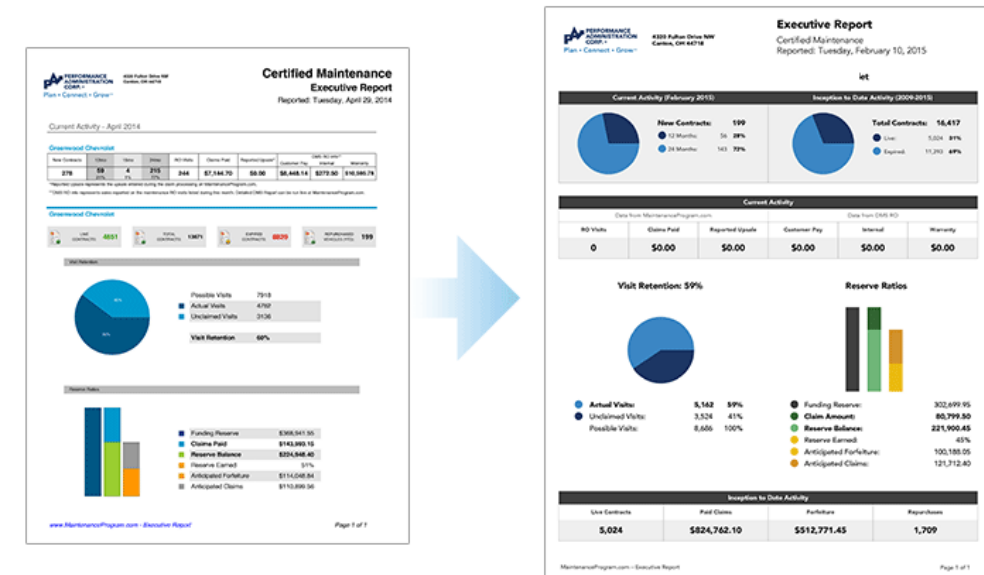


Provides a big-picture view of retention progress to ensure alignment with goals and projections



All-in-one report with reserve ratios and inception-to-date activity

The Executive Report™



The Answers You've Always Wanted

Get instant access to the facts you need to make important decisions.

Wondering how your maintenance program affected your bottom line last month? Or how much money you made in service as a result of your maintenance included strategy? How many contracts of new business were processed? How many claims were paid? How much additional service work was performed as a result of retention?

Take the guesswork out of your customer retention strategy with The Executive Report™. This all-in-one, high-performance report is **automatically emailed directly to dealers at the end of each month**. Which means, no more rummaging or endless searching for the answers you're looking for.

This one-page report keeps you current with vital insights and lets you in on everything that's happening in your service department, so you have everything you need to make important decisions for your business.

You'll wonder how you ever got along without it.

Tool 4



The Vehicle Repurchase Report™

Why our dealers love it:

- ✓ Tracks real-time feedback of vehicle exchange program
- ✓ Measures percentage of customers who make consecutive repurchases
- ✓ Provides a list of customer and vehicle information for return buyers

The Vehicle Repurchase Report™



You've Never Seen a Report Like This

Take control of customer retention with this indispensable, technologically advanced, one-of-a-kind report.

The Vehicle Repurchase Report™ takes the mystery out of your customer retention program by helping you separate fact from fiction when it comes to measuring return buyers.

This cutting edge report is a must have item because it **tracks real-time feedback of your vehicle exchange program** to show how many, and which, customers are returning to your dealership for their next (second, third, fourth, etc.) vehicle purchase as a result of receiving a complimentary maintenance package.

Since selling the next vehicle is the foundational goal of your customer retention program, we've spent years perfecting the report so that it paints a clear picture of your progress and let's you rest assured that you're on the road to success. Because we're in business to help your business succeed.

Tool 5



The DMS/RO Comparison Report™

Why our dealers love it:



Compiles service data for more accurate service income accounting

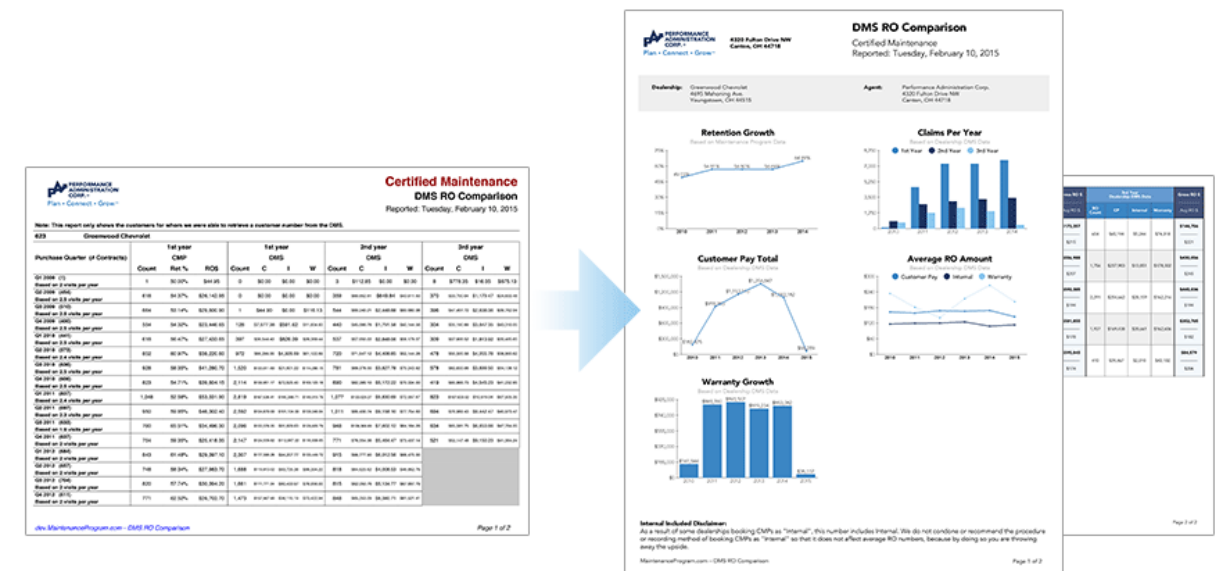


Measures monetary performance of service department retention



Compares yearly increase of CP totals, Warranty Growth and RO amounts

The DMS/RO Comparison Report™



Everything You Need to Know About Service Income

Open up new channels of information by comparing our data to yours.

The newly reorganized DMS RO Comparison Report™ is a two-page report that compares service data from your DMS to data on Maintenance Program Customer Retention software to measure the average CP/RO and RO amounts at your dealership.

This report generates growth percentages for:

- **Warranty Income**
- **Service Income and**
- **Annual Service Retention**

so that you can accurately measure the monetary performance of your customer retention program. The information included within the report is unbiased, and therefore, only includes customers who received a complimentary or upgrade vehicle maintenance contract at the time of sale.

If you're looking for a well-rounded report with answers to service income and bottom-line profitability questions, this report will bring it all into focus for you.

Tool 6



Transparent Accountability™

Why our dealers love it:



Tracks how every dollar in the reserve pool is spent or saved




Provides real-time data to keep dealers in-the-know



Provides restricted access to management personnel only

Transparent Accountability™


**PERFORMANCE
ADMINISTRATION
CORP.**
 Plan • Connect • Grow™

INTERNAL REPORT ONLY!

Forfeit Income Production

Reported: Friday, April 1, 2016

Qtr	Dealer Period Date	Institution	Contracts	Claims	Reserve	Claim Amount	Forfeit
01/01/2015		Merrill Lynch	181	255	\$12,436.60	\$8,161.40	\$4,275.20
		Dealer Retained Reserve		63	\$4,590.40	\$3,146.85	\$1,443.55
02/01/2015		Merrill Lynch	177	205	\$10,819.70	\$5,308.95	\$5,510.75
		Dealer Retained Reserve		23	\$1,248.75	\$1,048.95	\$199.80
03/01/2015		Merrill Lynch	196	313	\$16,456.05	\$7,581.90	\$8,874.15
		Dealer Retained Reserve		10	\$749.25	\$499.50	\$249.75
04/01/2015		Merrill Lynch	168	326	\$12,622.00	\$6,337.15	\$6,084.85
		Dealer Retained Reserve		3	\$349.65	\$149.85	\$199.80
05/01/2015		Merrill Lynch	124	233	\$8,962.90	\$4,544.50	\$4,418.40
		Dealer Retained Reserve		6	\$399.60	\$299.70	\$99.90
06/01/2015		Merrill Lynch	163	296	\$12,871.35	\$6,538.15	\$6,333.20
		Dealer Retained Reserve		1	\$49.95	\$49.95	\$49.95
07/01/2015		Merrill Lynch	147	269	\$10,113.00	\$7,712.25	\$7,166.15
		Dealer Retained Reserve		3	\$199.80		
08/01/2015		Merrill Lynch	164	282	\$12,721.50	\$6,538.15	\$6,600.65
		Dealer Retained Reserve		1	\$99.90		
09/01/2015		Merrill Lynch	135	247	\$10,112.30	\$7,712.25	\$7,166.15
		Dealer Retained Reserve		1	\$49.95		
10/01/2015		Merrill Lynch	143	271	\$10,108.80	\$7,712.25	\$7,166.15
11/01/2015		Merrill Lynch	231	304	\$14,878.40	\$7,712.25	\$7,166.15
12/01/2015		Merrill Lynch	208	437	\$13,138.80	\$7,712.25	\$7,166.15
Totals		Merrill Lynch	1994	2638	\$144,971.30	\$76,672.00	\$76,041.55
		Dealer Retained Reserve		109	\$7,742.25		
Grand Totals			1994	3747	\$152,713.55		

www.MaintenanceProgram.com - Forfeit Income Production

Unfailing Accuracy

Account for every dollar with the transparent accounting system that thousands of satisfied customers count on.

We've won a loyal following because we've taken great pains to get this feature just right. Our all-inclusive transparent accounting system provides a comprehensive, uncensored account of every dollar that is spent (and made) within your maintenance program.

We uncover forfeiture dollars, reserve dollars, service income dollars, total claims paid, new business processed and more. Each report is meticulously prepared and available to you 24/7 — with real-time numbers that update automatically to keep you in-the-know.

Our advanced technology is **guaranteed safe and effective** and provides various levels of hierarchy to protect your valuable information. You are in control of adding and removing users, assigning permissions and restricting access to management-level reports so you rest easy and feel more secure than ever.

MaintenanceProgram.com

See The Six Success Tools in Action

- ✓ Online Claims Administration
- ✓ The Lost Opportunity Transformer™
- ✓ The Executive Report™
- ✓ The Vehicle Repurchase Report™
- ✓ The DMS/RO Comparison Report™
- ✓ Transparent Accountability™

Click the button above
or contact us at rick@performanceadmin.com to
schedule a demo.



BONUS:

Why Implementing a Complimentary Maintenance Program is Not a DIY Project

When it comes to an auto dealership implementing a Complimentary Maintenance Program, DIY may not be the best approach.

The problem is, this DIY project isn't something you can knock out on a Sunday morning. It takes knowledge, expertise, and commitment. Often, like a home handyman who bites off more than he can chew, a dealership finds itself spending a lot more time, money, and resources than they would have if they just enlisted the help of a trained professional.

On top of that, there's no control. Without a really good sophisticated claims administration system, a dealership could end up putting away \$100 to pay for maintenance for a customer, and then end up paying out \$200 in oil change claims because no one's watching the program.

That's where we come in — we're the watchdog of the reserve pool. It's one of the reasons people trust us. We've seen first-hand that doing it yourself sounds simple, but when you get out to price changes, vehicle wraps, and all those other things that pop up as time goes on, it becomes more and more unwieldy and very tough to manage. It loses its focus and its benefits.

Here's why simply telling customers, "We're just going to give you free oil changes," is the worst way to market a Prepaid Complimentary Maintenance Program.

THE PITFALLS OF DOING IT YOURSELF

With Complimentary Maintenance Programs, like any other project or program, it all comes down to the details. In-house maintenance programs often fail because no one is tracking the plan every step of the way. We've seen it — a customer gets logged into the system, something simple like, "This customer is a free-maintenance customer," or, "He has a 12-month maintenance contract," gets posted in the DMS, the dealer sets aside, say, \$35 dollars for oil changes, and then 6 months goes by, and everybody forgets about it.

**The Watchdog
of the
Reserve Pool**

The next thing you know, service is charging \$59 for those oil changes. Then diesel comes in, and they're charging \$110. We've seen stores that were upside down 100% on the revenue side.

Did that program accomplish what that dealership wanted? Sure, the customer got his oil changes. Did it have a cost? Absolutely. The dealership thought it was saving money on administration costs, but in the end, it ended up paying three or four times what they would've spent to pay a professional administration company to run their plan.

IT GOES BEYOND WASTING MONEY

We've heard other dealerships say, "Well, we've got this new plan, and we're going to have Betty in the office keep track of it. We're going to make a labor-op code, and we'll call it 'FREELOF' or 'CPLOF' or whatever we want, and then we're going to bring these monies in. We're going to set this reserve pool aside to pay claims, and then as the claims come in, Betty will reconcile them."

Needless to say, that did not end well.

It's very hard to reconcile when you don't have a control system. Turns out, some of Betty's stores found out that they had no marketing, and the customers that were using the program were getting twice as many services as they should. In most cases, the service departments were charging more money than the dealerships had in the reserve pool. Not only that, all the people that the dealerships were trying to affect, the people who were not service-loyal, they never came and nobody called them.

If you don't have someone in total control of your Complimentary Maintenance Program, there will be no focus on customer retention, and it will be really difficult to reach your goals. Utilizing a professional third-party administrator, however, is like working with a trusted financial planner — you know that they're going to take care of you, and help you accomplish what you want to accomplish.

Finally, larger, publicly-traded dealer groups should never try to "do it themselves," because of liability. But, with our administrator obligor program, Performance Protection Corp. becomes the obligor to the consumer. We're able to keep your plan fully insured and drive the customers back, but now the contract is between the consumer and Performance Protection Corp., which will give a level of comfort to the legal staff at the major dealer corporation that's either large or publicly traded.

**It's very hard
to reconcile
when you don't
have a control
system.**

THE OTHER COSTS YOU'RE NOT CONSIDERING

Microsoft Excel is a great tool for business, there's no denying it. But when you want to implement a truly effective Prepaid Complimentary Maintenance Program, you need more powerful software. We've processed over 1,000,000 contracts, so the cost of our software is split amongst all those customers. We know the expense that it takes to write all this software, but there will always be that dealership that says, **"We'll just use Excel and if that doesn't work, we'll hire a developer to write a quick database in Access."**

...more
time, energy,
attention, and
resources than you
ever thought you
would.

What these dealerships aren't considering is just how expensive software developers are. Then you have marketing costs — creating professional marketing materials, sending out custom-printed, personalized welcome gifts for each customer, etc. — and you still have to do all the claims administration!

If you go this route, you'll be burning through money pretty quickly, which is the main thing you're trying to avoid by implementing an in-house maintenance program. Again, you're spending more time, energy, attention, and resources than you ever thought you would.

THE RIGHT TOOLS FOR THE JOB

A big reason our Complimentary Maintenance Programs are so effective is because we have tailor-made tools that make it easy on dealerships. Actually, **our tools were created by our dealerships**. We sit down with our dealers and figure out what reports will be most meaningful to them. Then we deliver those reports to the dealers each month, offering real-time information on how many people we've driven back, how many new contracts they've submitted, what their baseline customer retention was, and more. It's all in your account and you can pull it up Online whenever you need it.

On the office side of things, we make it extremely simple. Your web-based interface is tied into our data mining tools through the DMS integration, so when we send those reports every 15 days, we're including everything that's important for your office to clear income to your statements, including the RO number, customer's name, customer's VIN, and the claim amount. You can see every single claim and every single repair order that we've paid. The research tools are all right there. It's all in one place.

Certified Maintenance® Complimentary Maintenance Programs were designed to make you money and fund your future — not to make a mess of your finances and departmental processes.

Our tools were
created by our
dealerships.

DEMO: Automotive Customer Retention Software

Schedule a live demo to see how these six tools
Double or Triple CP/RO Counts in the first 12 months.

click the button above or contact rick@performanceadmin.com to register.



Online Claims
Administration



The Lost Opportunity
Transformer™



The Executive
Report



The Vehicle
Repurchase Report™



The DMS/RO
Comparison Report™



Transparent
Accountability™



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