

# “ERA-IGNITE Has Made Our Lives a Whole Lot Easier.”

Greg May, Partner and Dealer Principal | Greg May Honda



Recently we were named the number one dealership to work for in the nation by *Automotive News*. Everybody asks, “What makes it so fun?” One thing that makes it fun is having the best and easiest tools to work with, and we think ERA-IGNITE was part of that process and part of that winning formula.

## Reporting

My accounting manager was so excited when we got ERA-IGNITE because of the ease of use of reports. We pull so many reports and we look at so many expense accounts. We drill down and drill down. In ERA® it took a long time to find answers. With ERA-IGNITE it’s a couple of clicks and I’ve got an answer. Saving time. Saving money. And in accounting when your office staff is back working ten or twelve car deals a day, and you can make their lives easier, it’s easier for all of us.

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## Sales and F&I

In the past we were sometimes close to a three hour car deal. ERA-IGNITE and the fact that we can have a full house with two guys on the desk working four, five deals at a time, we’ve turned it into a 60 minute car deal. We’ve also gone from 5-10% leasing to 15-20% leasing, because of the ease of giving both lease and retail deal options to the customer at the same time.

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When we switched to ERA-IGNITE, we had our biggest used car year ever. One of the great things about ERA-IGNITE and used cars is the option to drill down into open ROs easily and quickly while you’re working that deal to see how much money you have out there in service that hasn’t been closed to your cost. We’ve seen \$200 to \$300 a car increase in gross on top of our 40% increase in used car sales.

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ERA-IGNITE has allowed our F&I process to speed up as well. Back in the day it was just credit, life, accident, health, and warranty. Today we have so many more things to offer, and you worry about the time it takes to do that. With ERA-IGNITE and docuPAD®, our penetration of F&I products has gone through the roof. Our customers love the docuPAD experience and we are bringing in an additional \$300 gross profit per car.

## Service

In service, we have seen a huge gain in customer satisfaction by freeing up our service advisors with ERA-IGNITE and Service Sales Kit. Advisors get out on the service drive and greet our customers. We don't make them come back to the service department to us because we're free of that computer. We're free from being stuck in one spot. Because of that, we've seen a five point increase in our CSI numbers and a \$30 increase in our gross per RO. To say that ERA-IGNITE has paid for itself in service would be an understatement.

I would tell a dealer that's on ERA and doesn't want to switch to ERA-IGNITE yet that if you're satisfied with where you're at right now, just go ahead and stay. But if you want to move to the next level, you need to hurry up. ERA-IGNITE is what will move you to next level in your sales department, in your service department, and even in your accounting department.

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Experience ERA-IGNITE for yourself.

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