

Leading the Automotive



Industry since 1994

ProMax™



www.promaxunlimited.com





Welcome to the future of ProMax



95

First Desking Solution

First Special Finance Desking Solution

98

Website Search-by-Payment

First Search-by-Payment Dealer Websites



Adapting to an ever-changing market and customer needs



Continuously
improving to help
dealers succeed

Industry
Recognition
Recognized as NADA Top Ten
Company

09

First Pre-screen
Tool

Instant Screen First Pre-screen
Tool

14

16

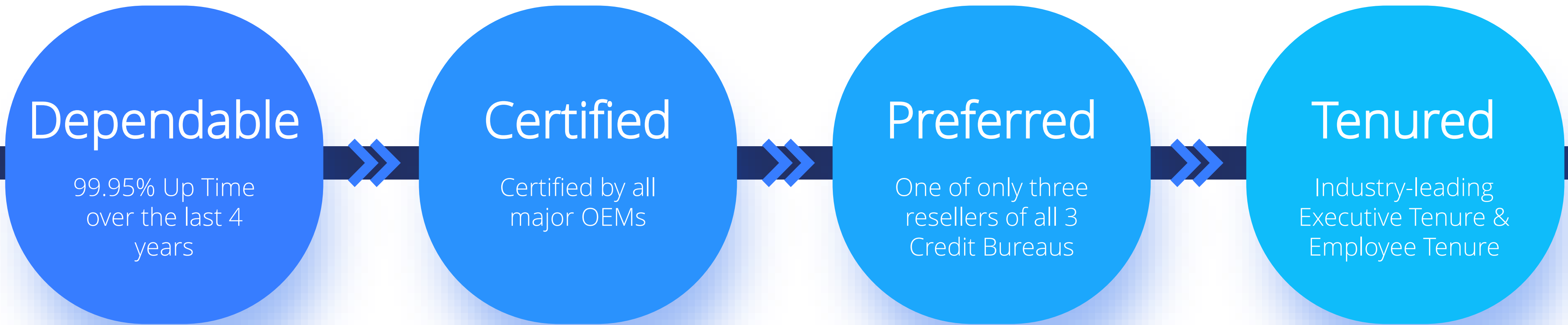
Credit Solutions

3 Powerlead Products
The Work Number



Performance and stability is built into our technology and people

Serving thousand of dealers nationwide, no other customer support team is more dedicated.



Powerful technology with a personal touch

Our greatest asset is our relationship with you

Tech Support

Your tech support team is standing by to answer your technical questions with care and precision. You call, they answer, and issues are resolved.

Sales

Your sales rep will go above and beyond to meet your needs. They don't treat you like a sale – they treat you like a friend. That's the ProMax difference

Customer Support

Dealer Satisfaction

Training

Think of your trainer as your own personal guru. Get the absolute most out of your ProMax system by learning from the best in the business

Dealer Support

Your dedicated support specialist is assigned directly to you and wants you to succeed as much as you do. You have direct, one-on-one access when you need it.

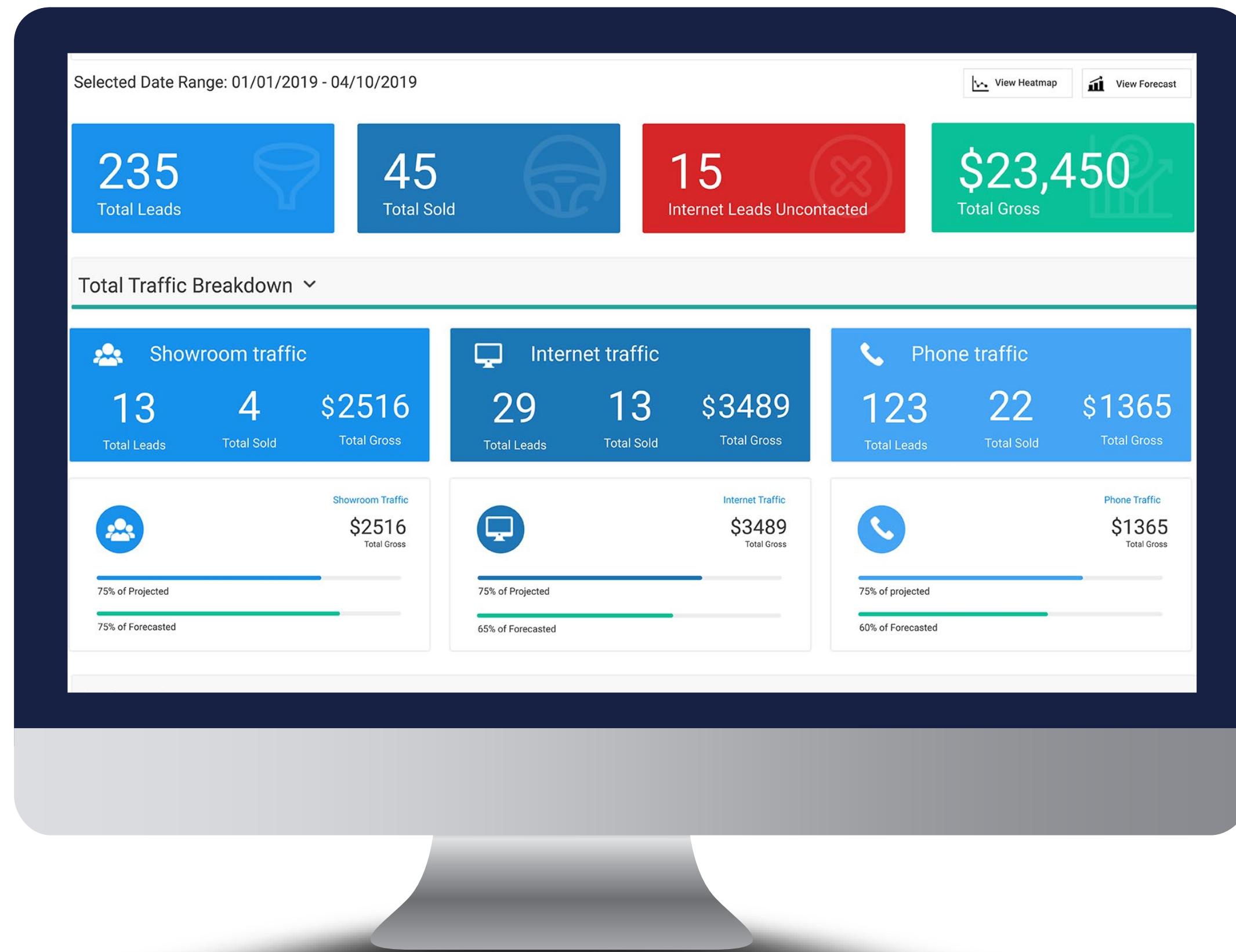
NEW
2021
Products & Features



Store Traffic Report

Our new Store Traffic Report is at the top of the list of new features that will benefit your dealership. This report lets you see how your store is performing over time and compares it to previous performance. Reporting data is broken down into total customers, internet submissions, showroom visits and phone traffic.



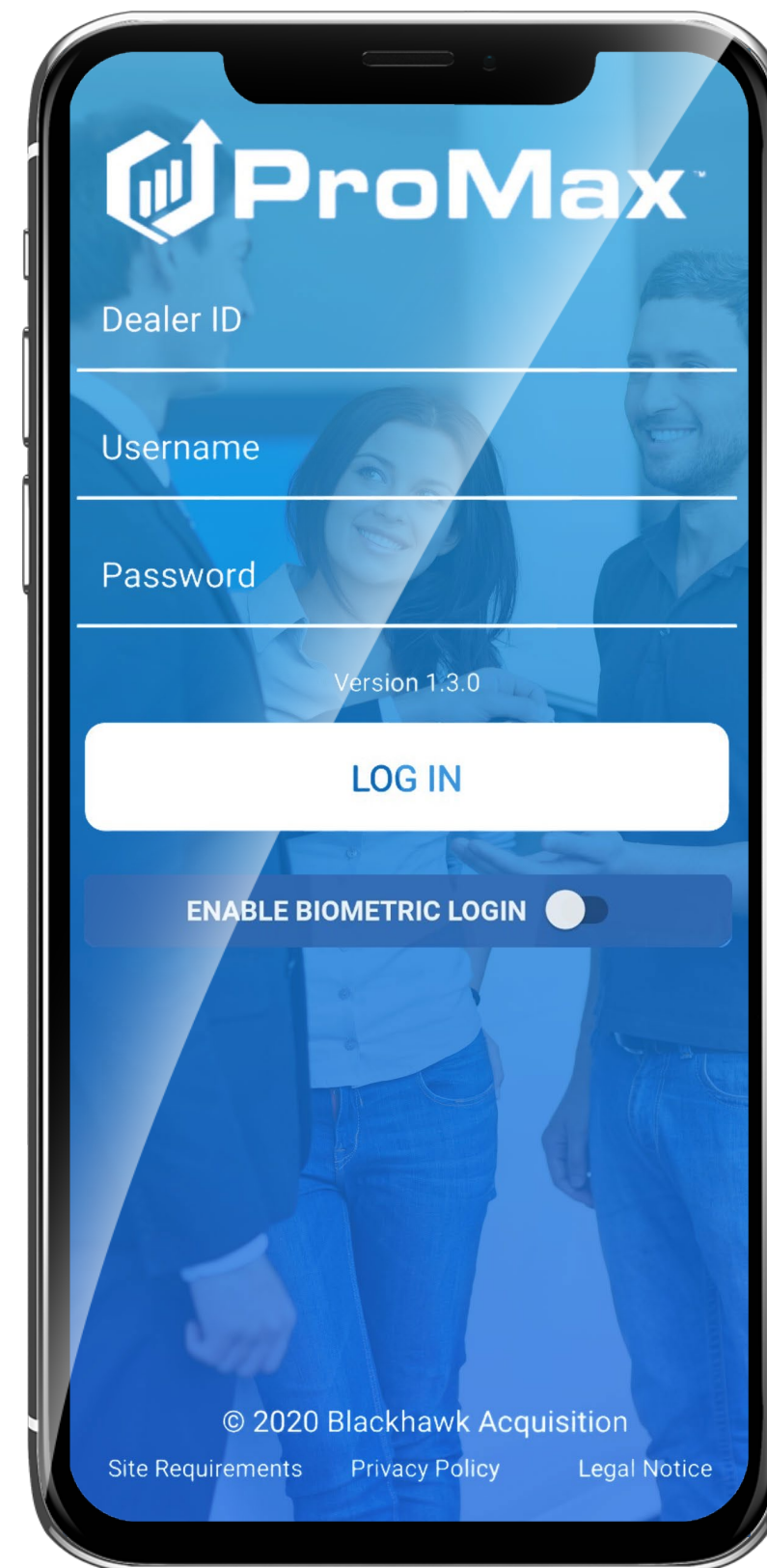


Understand your data and make better decisions.

The Store Traffic Report gives managers the ability to measure progress and manage expectations. View, sort, and evaluate every opportunity at the dealership: internet leads, phone calls, and showroom traffic. Sort and filter the information you need and get closing ratios and other KPIs.

The All New ProMax App

Everything you need in ProMax on your phone!



CRM at your fingertips

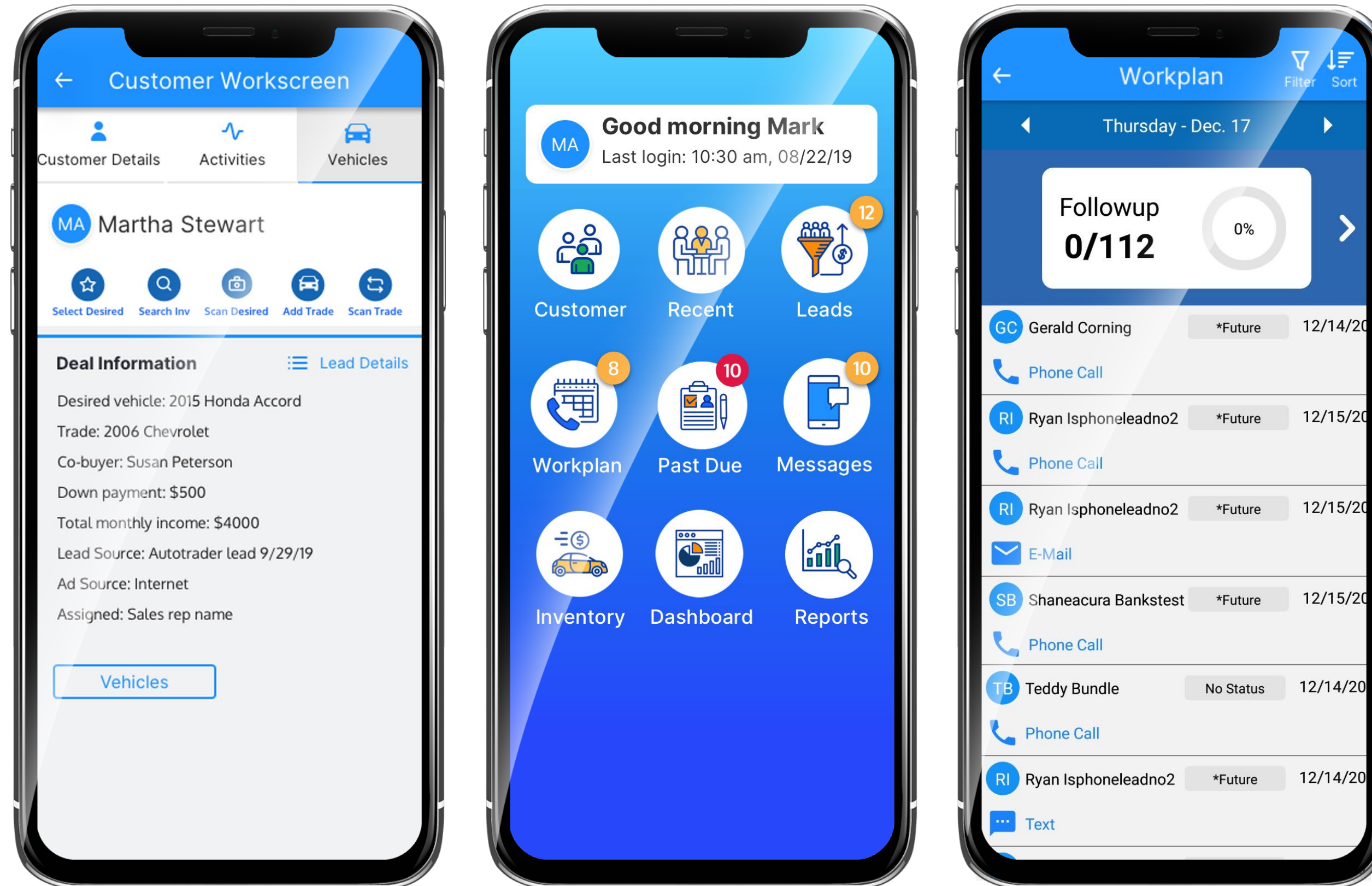
Access all CRM sales functionality to easily scan and log prospects, search Inventory, and provide follow up.



Task Management

Manage key daily activities on your phone. Quickly respond to alerts, calls, email, and texts with this user-friendly app.

The ProMax App has everything a salesperson needs to do their job from any smartphone or tablet!



EZ Up and Driver's License Scan - New & Improved interface! Log ups from anywhere

Message Center - see new leads and stop the clock immediately with New & Improved texting and email functionality

Workscreen - New & Improved interface! Access all the customer info you need

VIN Scan - New & Improved! scan the VIN from your device and view all Inventory

Workplan - manage all of your work from anywhere; complete tasks and make notes, it's easier than ever

And much more!

The ProMax App also features a robust set of manager tools!

Management Reports - Store Traffic Report, Appointment Log, SMS History Report, and more. Get the data you need no matter where you are

Past Due Follow-up- All New! View opportunities so nothing slips through the cracks; drill down to individual employees

Daily Workplan- see everyone's workplan; track tasks while you're out on the lot

Inventory - access the Unbooked Inventory Report and add or edit vehicles

Working Deals - check in on deals in progress and monitor gross, payment, and price

And much more!



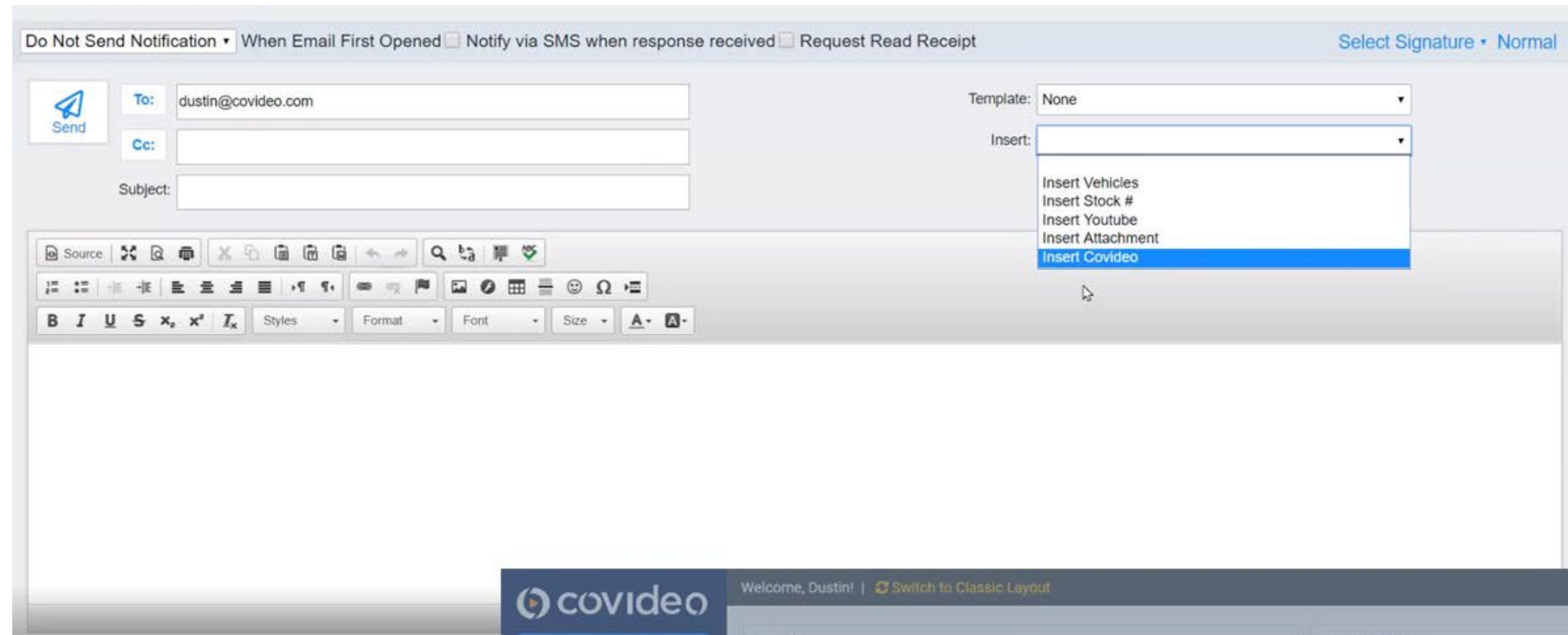


Give customers a better online buying experience with Appraisal Express Plus

More and more customers expect to complete the initial steps of the car buying process online. Appraisal Express Plus enables consumers to get a trade appraisal PLUS get instantly pre-approved and see their credit score. Your customers get what they're looking for and you get a high-quality lead delivered to your CRM!

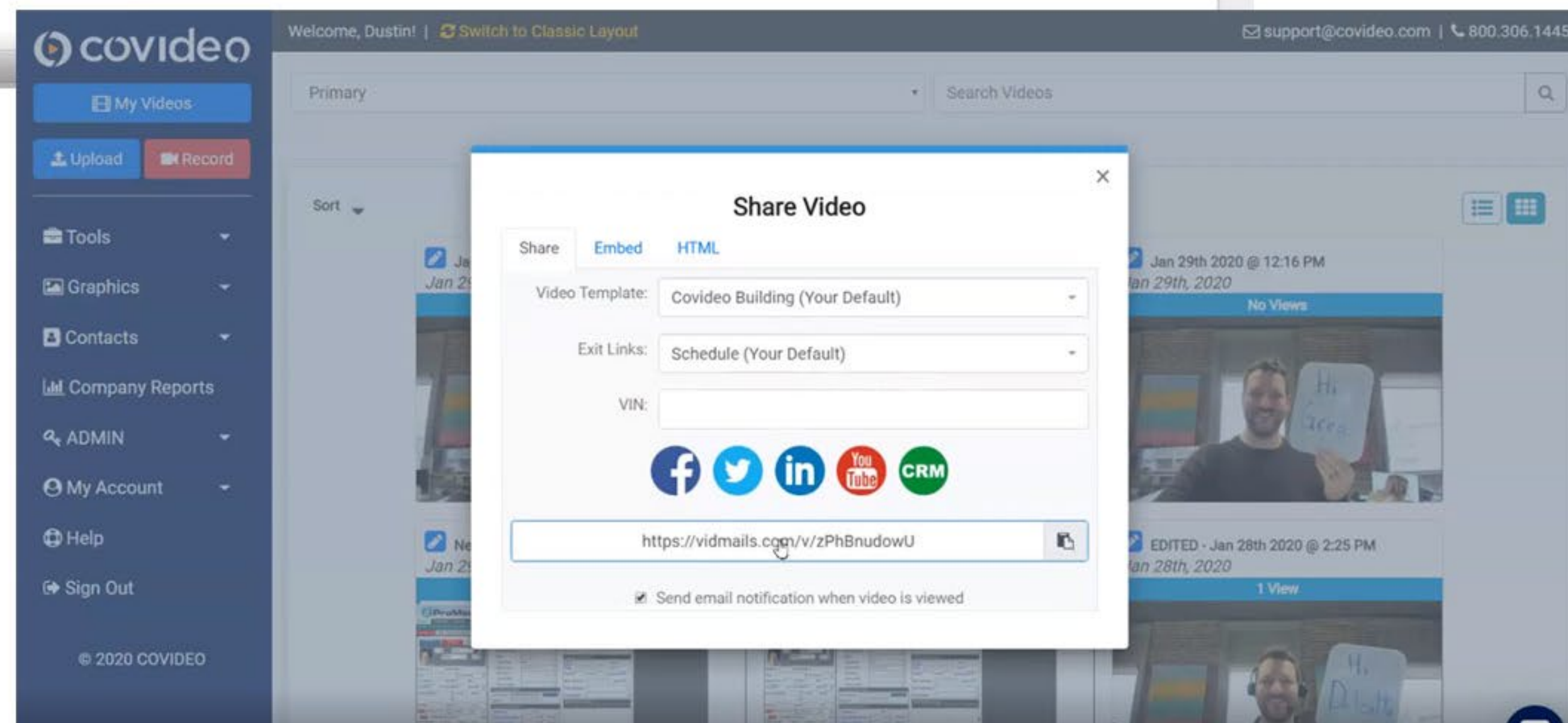
Now this proven online lead generator is even better, integrating with your website's inventory so customers can use their AE+ projected credit score and equity to see realistic estimated payments before setting foot on the lot.

New Integrations



Covideo Integration

ProMax now integrates with Covideo, an easy-to-use video solution that displays a preview GIF in emails linking to full personalized videos in the browser.



ProMax Automotive Software Solutions



CRM

Maximize your ability to find, attract, and sell new prospects, nurture and retain your current customers, and entice previous customers back in

Easy to use, customizable, and scalable depending on your dealership needs



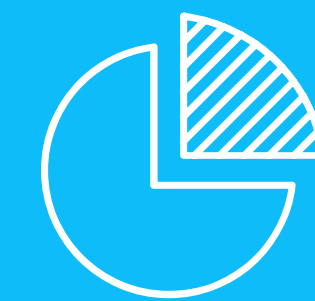
Inventory

Leverage the industry's top desking solution to simultaneously desk all available lease and retail options before selecting the best choices for your customer

The ProMax Inventory module makes it easy for auto dealers to professionally and accurately manage, analyze, optimize, and market your inventory



ILM



Desking

Products to help you sell more cars



Credit Bureaus

Pulling credit and staying compliant is seamlessly woven into your sales process making it simple to review and manage

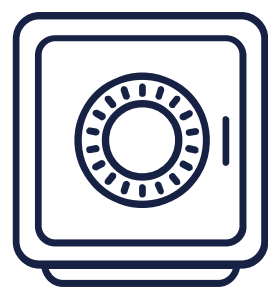
We offer a Compliance Solution that protects your dealership, but doesn't disrupt the sales process or require hours of management



Soft Pull

The automotive industry's first pre-screen solution. Now available through TransUnion and Equifax

AI powered analytics that identifies & measures key metrics on both inbound & outbound calls, integrated directly into ProMax



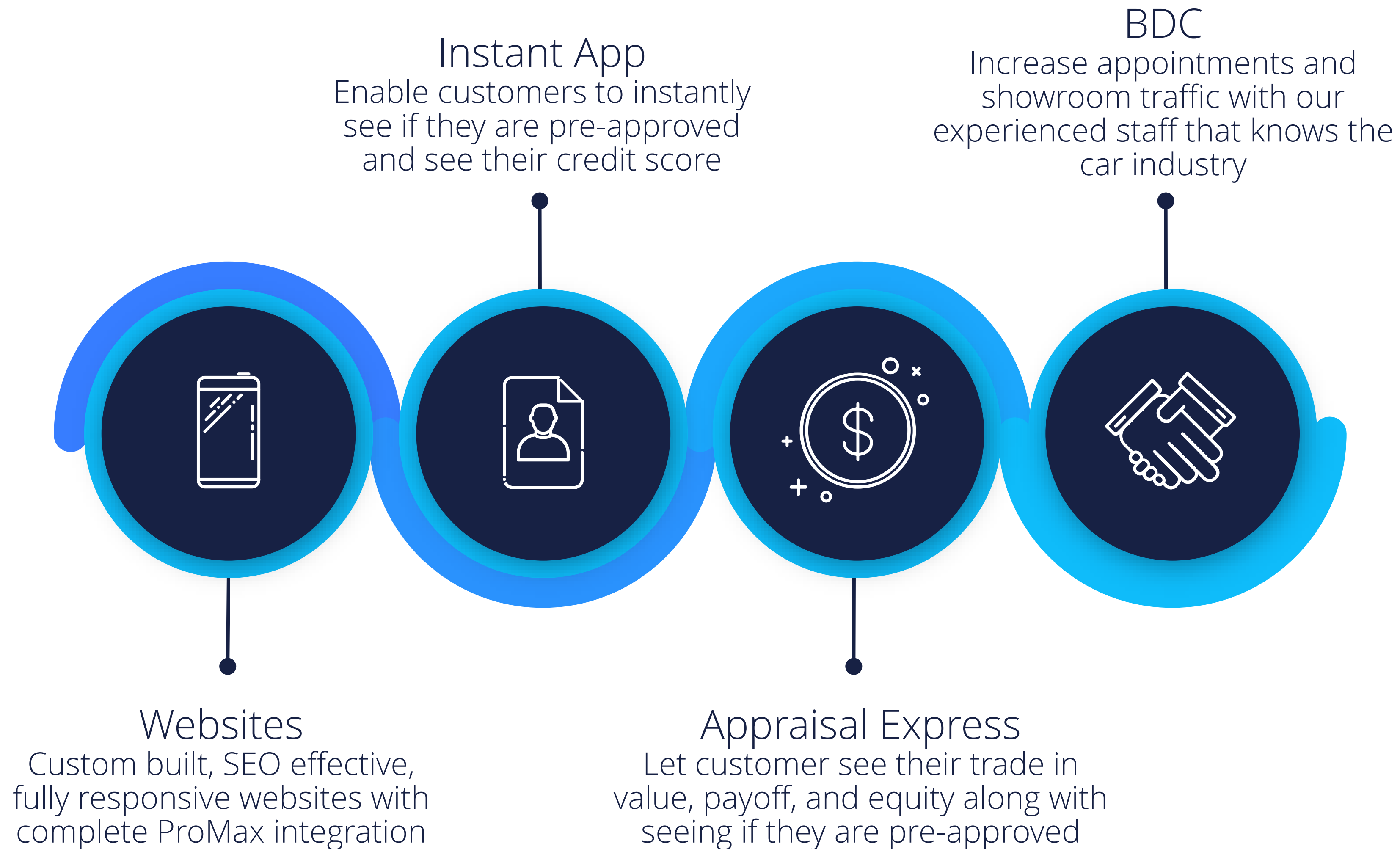
Compliance



Call Tracking

Digital Marketing Products

Improve the Car Buying Process for your customers



Trigger Leads

Target prospects that have had their credit report pulled for the purpose of auto financing whether by a dealer or a lender



Service BDC

Drive traffic to your service and parts departments with professional campaigns and streamlined follow-up



Direct Mail

Supercharge your lead generation efforts with ProMax's award-winning Direct Mail solution

Lead Generation

Target the right prospects
Convert more leads



Showroom BDC

Increase appointments and showroom traffic with our experienced staff that knows the car industry



Bankruptcy Leads

Use our extremely effective and automated system to convert all the bankruptcy sales opportunities in your market area



Finance Leads

Prospects that have gone online and filled out a credit application looking to purchase a vehicle

Improve Customer Relationships

Building strong relationships leads to more sales

Get More Leads

Manage them effectively

Drive Customer Retention



Sales

A CRM needs to be easy for your sales team to use and work into your sales process

Digital Retailing has never been more important to your dealership. Make sure your systems work seamlessly so that no one slips through the cracks.

Consumers are expecting a smooth online buying experience. Be transparent and respond to leads as soon as you can.

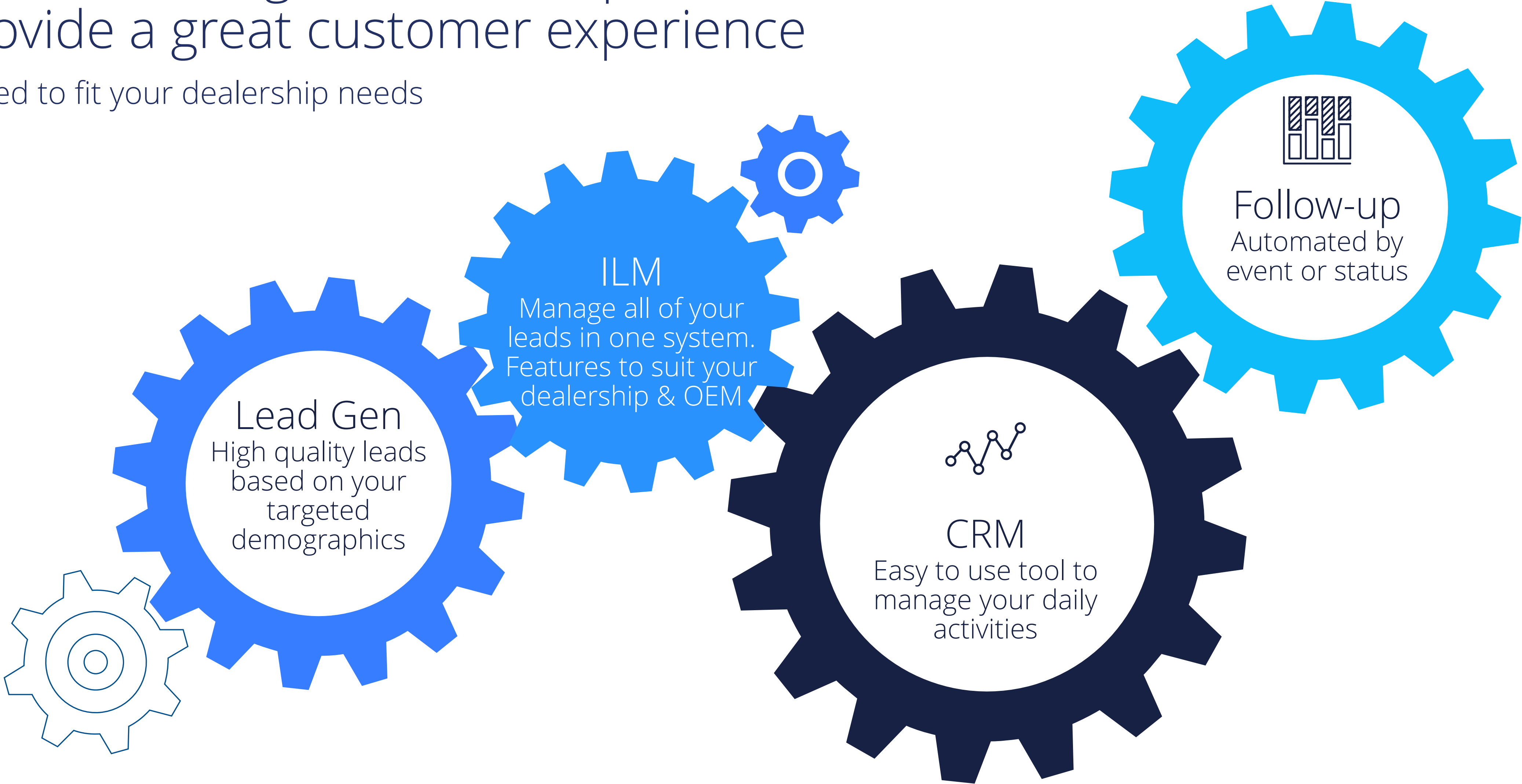


Management

Accurate reporting helps you make decisions to increase sales and profits

Seamless integration of our products provide a great customer experience

Scaled to fit your dealership needs



Auto Dealer Monthly Dealer Choice Awards

Auto Dealer Monthly Dealer Choice Awards



2009
Diamond Desking

2010
Platinum Desking

2011
Diamond Desking

2012
Diamond Desking
Platinum CRM

2013
Diamond Desking
Platinum CRM

2014
Diamond Desking
Diamond Direct Mail
Gold CRM

Auto Dealer Monthly Dealer Choice Awards

Auto Dealer Monthly Dealer Choice Awards



2015

Diamond Desking
Diamond Direct Mail
Platinum CRM

2016

Diamond Desking
Diamond CRM
Diamond Direct Mail

2017

Diamond Desking
Diamond CRM
Diamond Direct Mail

2018

Diamond Desking
Diamond Direct Mail
Platinum CRM

2019

Gold Award CRM
Gold Award Direct Mail

2020

Diamond CRM
Diamond Direct Mail

Hear it from our customers

Inspiring testimonials

#whyProMax

“

I have used them as a salesman and sales manager for the last 13 or so years and it is by far the BEST CRM out. We switched to Vin Solutions for a short time and realized why ProMax is the best! Customer for life!

”

Matt Molton, Sales Manager
- Mansfield Buick GMC-



I've been using ProMax as my CRM for the last four years. Great technology and the customer service exceeds my expectations every time.



Mike Komander, GM
- Carite -



Everything is in one place. You can do everything so easily and see everything so easily! I have used 4 different CRM's and this is by far the best and easiest

Marisa Centano, BDC Manager
- Ford Groves -



“

Their culture is to solve the issue right away, train now, not later. Try that with one of the corporate giants that charge 3-4 times as much.

ProMax has Midwest manners and work ethic, I'm in for the long haul."

”

John Caudell, DP

- Preowned Motor Cars-



We think ProMax is great for a number of reasons. Always had great service. We have your website, desking tool and CRM. Desking tool works great makes figuring a lease so easy.



Rick Shields, GM
- Shields Auto Center -

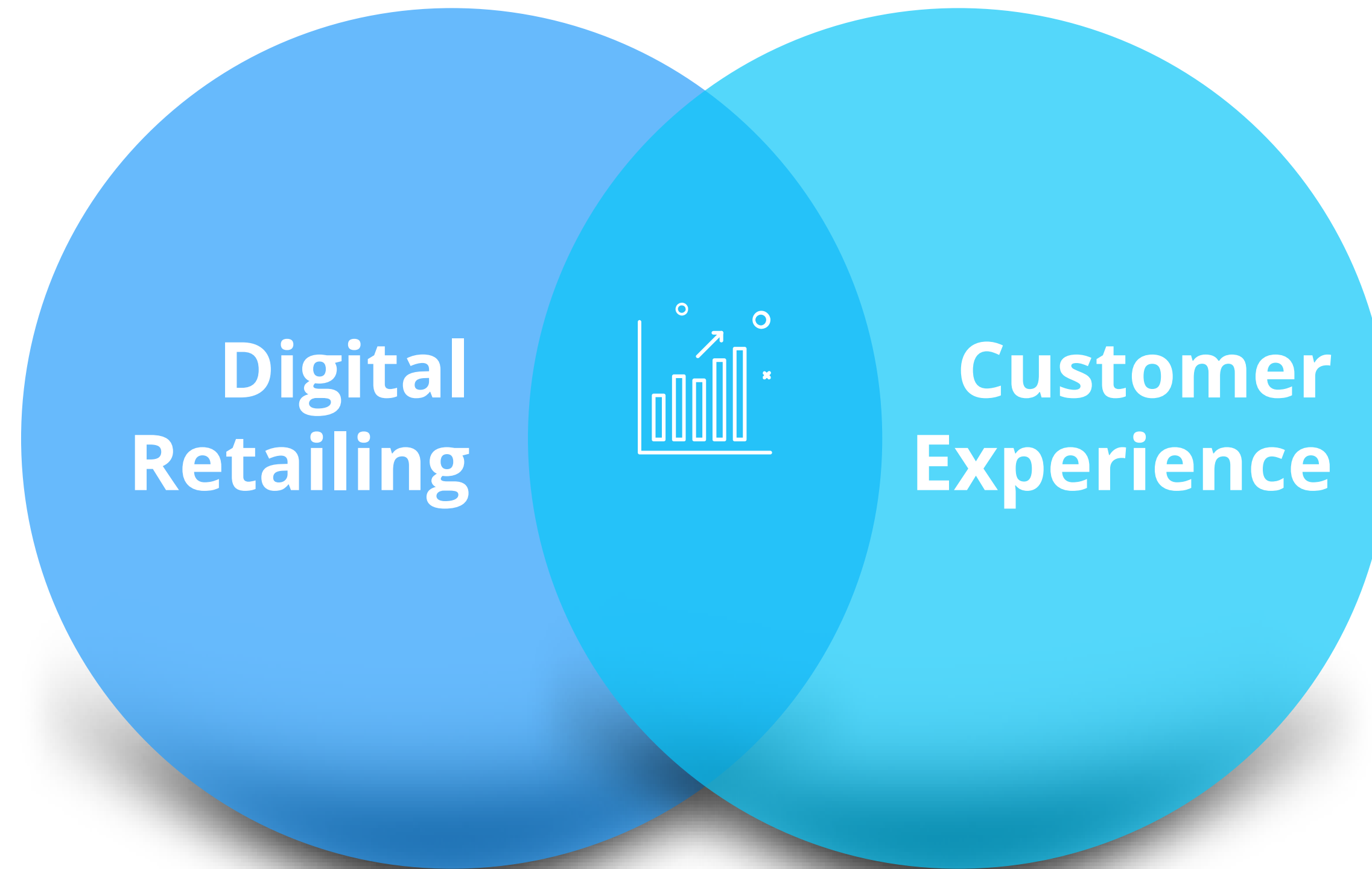


I want you and the entire ProMax Team to know what a great help you have been in growing our business and pointing out practices that we were not aware of or lax in using. The entire staff has been very helpful, forthright and knowledgeable to all of our team. The tools that ProMax provide are now a more valuable asset than ever before.

Patrick Allen, Sales Manager
- Warner Kia -

ProMax- Total Solution

We offer a suite of seamlessly integrated products to help dealers sell more vehicles - for more profit.



Drive

Operational Efficiency

We offer in-market data to target and convert active automobile shoppers and marketing dashboards to measure results.

Optimize

employee performance

Increase speed, team performance, & return on investment to deliver enhanced customer experiences.

ProMax™



CRM



INVENTORY



LEAD GENERATION



CALL TRACKING



WEBSITES



REPORTS



DESKING



COMPLIANCE



ILM



MOBILE



Get preferred **FCA** pricing and start building better relationships!



ProMax[™]

Fast, Flexible and easy-to-use

Sell more vehicles, more profitably, while improving your customers' buying experience.

Contact Us Today!



THE COMPLETE SOLUTION

COMPLETE FRONT END SOFTWARE FOR YOUR DEALERSHIP

