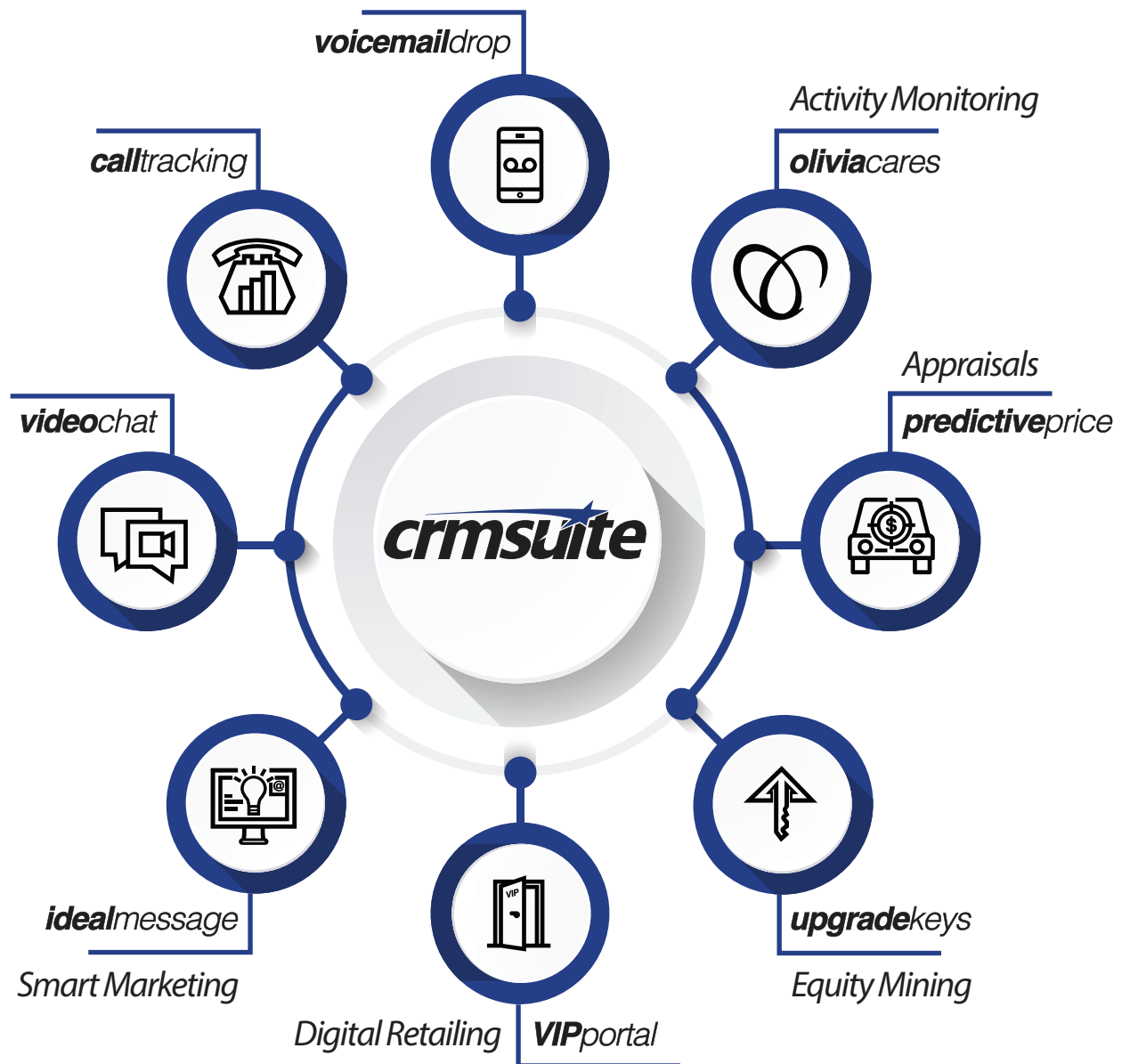# TheCRM Platform

TheCRM builds all automotive solutions from the ground up. Our products eliminate bad data and useless tasks so your team has actionable information to increase revenue.

- Save money and time by cancelling your costly third-party providers and eliminating messy integrations. **TheCRM's** centralized platform has every automotive solution you need, built right in.

- **MyDays** allow you to be the boss. Create workflow processes, generate reports, data mine, or simply review activities in real-time. Flexible filters mean no more workarounds to fit your needs.

- **Olivia's Artificial Intelligence** is woven throughout our tool, so you work smarter...not harder. Olivia accounts for all data and all activities so you can increase profit with pinpoint accuracy on appraisals, equity quotes, payment presentations, and much more.

- Remove the guesswork of follow-up and frustration of leaving voicemails. **ActivityFocus** tells you each customer's preferred contact method and when to contact them so you're always connected.