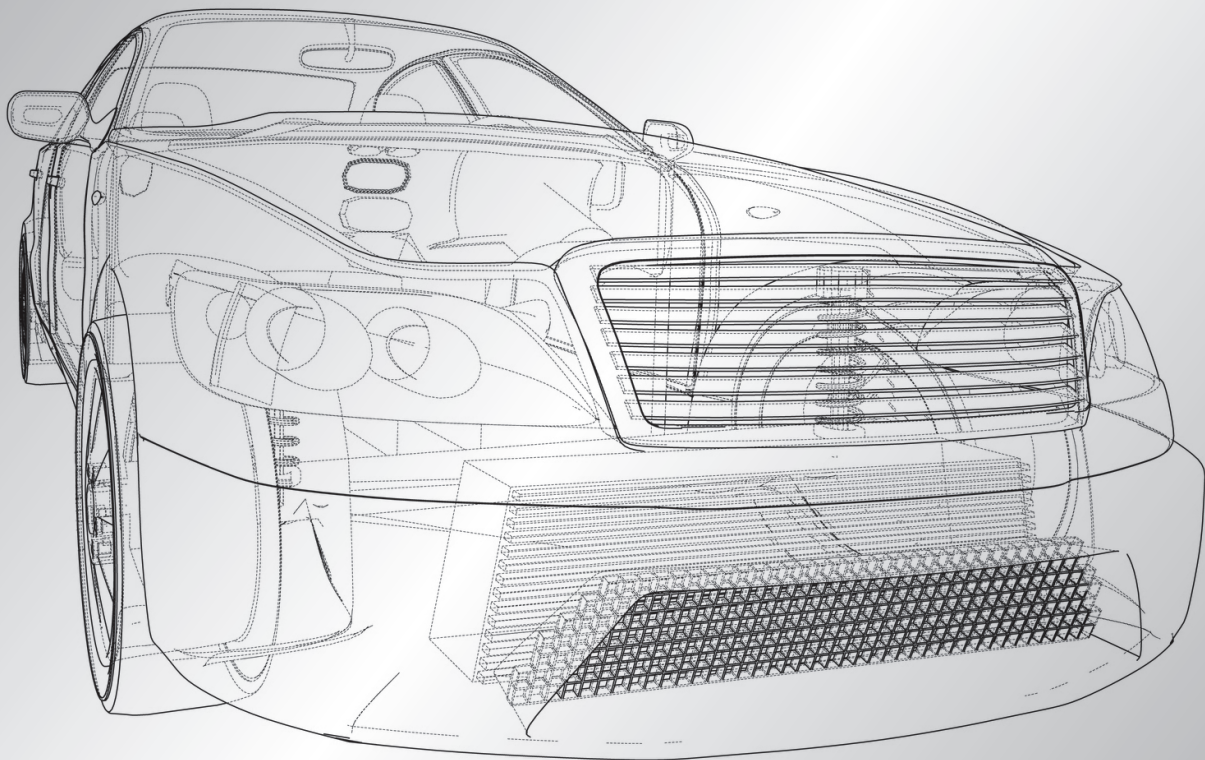


# When Considering Reconditioning Software for Your Auto Dealership

Learn how your dealership can:

- Stimulate productivity and job satisfaction
- Understand the math behind faster time to line
- Build a rapid recon culture
- Dedicate a recon team
- Manage the key metrics



**A Best Practices Whitepaper**  
By Anthony Martinez,  
*Director, Customer Performance*

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## WHAT IS RECONDITIONING SOFTWARE?

As a dealership software system, reconditioning workflow makes conditioning used cars for resale more streamlined, orderly, faster, measurable — and precisely more profitable.

**Dealers consider installing reconditioning software for a variety of reasons:**

- To gain clarity into and accountability of what goes on in vehicle reconditioning.
- To command control of internal mechanical, parts, and detailing people, processes, and costs - and view those metrics in real-time reports.
- To improve two-way communications and activity tracking to reduce miscommunication and confusion. At-a-glance know where every car is in the recon process — whether still waiting for reconditioning, moved to frontline-ready status - or parked on a remote lot.



**Most dealers who install reconditioning workflow software also benefit from highly precise and robust data and data reporting, enabling them to:**

- Identify and remove process time-delay obstacles and inefficiencies
- Pinpoint exact vehicle (and key) locations
- Manage vendors and sublets with the same precision and control you want for your internal reconditioning, and,
- Stimulate productivity and job satisfaction - and get cars sale-ready faster.

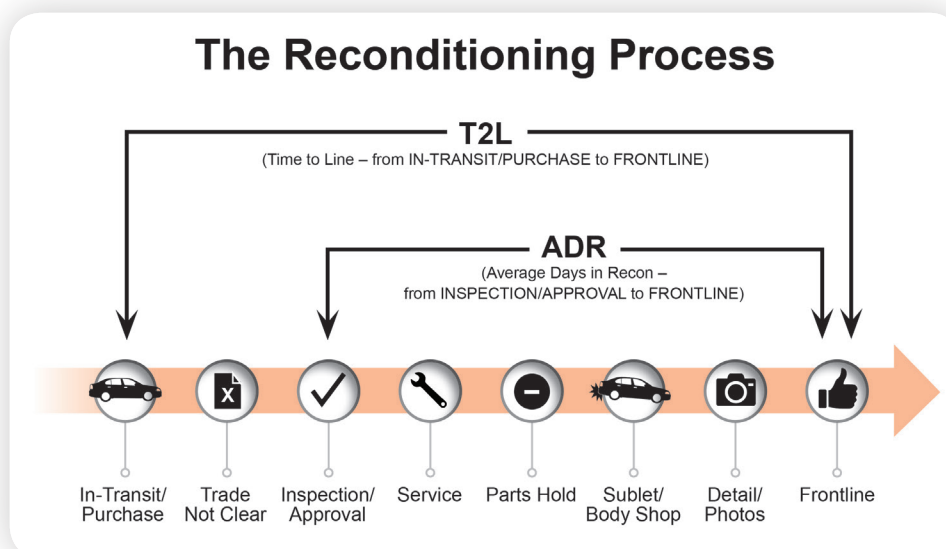


Figure 1: Your two key recon efficiency metrics you want to measure — time to line and average days in recon

A dealership able to reduce time to line (T2L) to a benchmark of 72 hours will:

- ✓ add inventory turn
- ✓ reduce vehicle holding-cost pressure against margin
- ✓ retail cars within a 30-day turn window

Calculate your ROI Here:

<https://www.rapidrecon.com/roi-tools/>

## WHAT A SURPRISE!

Run this software for one month and discover your accurate reconditioning performance baseline.

Even for dealers believing they have a good handle on their reconditioning T2L, this software will show most will be no more efficient than a 10-day T2L – and for some, more than 21 days!

Dealers using workflow software and practicing T2L speed-to-sale best practices readily shave off recon time – the target key performance indicator (KPI) metric to hit is three to five days

**EVERY 2.5-DAY T2L IMPROVEMENT TRANSLATES INTO ONE ADDITIONAL TURN OF INVENTORY.**

And the payoff?

*Two additional turns on 100 cars at \$1,500 gross each equals \$25,000 a month or \$300,000 a year —*

*A remarkable ROI for a T2L software investment of only \$500 a month.*

|  |   |  |
|--|---|--|
| Two additional turns<br>x 100 cars<br>@ \$1500 gross per | = | \$25,000 per month<br>additional revenue<br>or<br><b>\$300,000</b><br>per year |
|--|---|--|

Your Total Monthly Software Cost:

**About \$500**

ROI: \$50 to \$1

WATCH THIS VIDEO  
<https://youtu.be/CIFDfEnZt8Q>

WHEN CONSIDERING RECONDITIONING SOFTWARE

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## KNOW IT.

Performance. Communications.  
Accountability. Because you have  
to know your stuff.

## FIND IT.

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Opportunities. Because you can't  
service or sell what you can't find.

## SELL IT.<sup>®</sup>

Trust. Value. Confidence. The Right  
Car. Because helping customers  
buy from you is the thing.

**THE EFFICIENCY STANDARD IN  
DEALERSHIP RECONDITIONING  
PROCESSES AND SPEED TO SALE.**

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### AVERAGE RECON TIME CUT REAL RESULTS BY MAKE:

↓ TOP MBZ STORES  
**49%**

↓ TOP BMW STORES  
**47%**

↓ TOP FORD STORES  
**39%**

↓ TOP TOYOTA STORES  
**31%**

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### **YOU'RE IN GOOD COMPANY**

Congratulations! You've decided to advance your used car business by improving its reconditioning efficiencies through automation.

#### **Now what?**

Few people like change — and change to daily habits the least, so include your team in your planning.

- Staff will appreciate how their engagement with this software will make their work more predictable and profitable for themselves and their dealership.

#### **Now we can grow.**

- Managers will manage their people, processes, and outcomes using precise, real-time communications and performance tracking and accountability features.

#### **Key staff to include in system planning and system launch meetings are:**

- General manager
- General sales manager
- Used car manager
- Inventory manager (if applicable)
- Service manager
- Service writer
- Parts manager
- Body Shop manager (if applicable)
- Comptroller
- Recon tech or lead tech



By working together to build advanced reconditioning, your team will increase inventory turn, reduce costs, and get cars ready to sell faster.

## NOW YOU CAN:

- Quickly identify and resolve people and process bottlenecks in the workflow
- Leverage precise data to know which people, having the right skills, should be assigned to which tasks to improve their performance and produce workflow efficiency and quality.
- Enjoy a unique rhythm and flow from your reconditioning and used car departments, instilling confidence in everyone tasked to deliver faster T2L.

Be assured that when you choose Rapid Recon as your reconditioning software solution, we'll drive this road with you every mile — now, and for all the miles ahead.

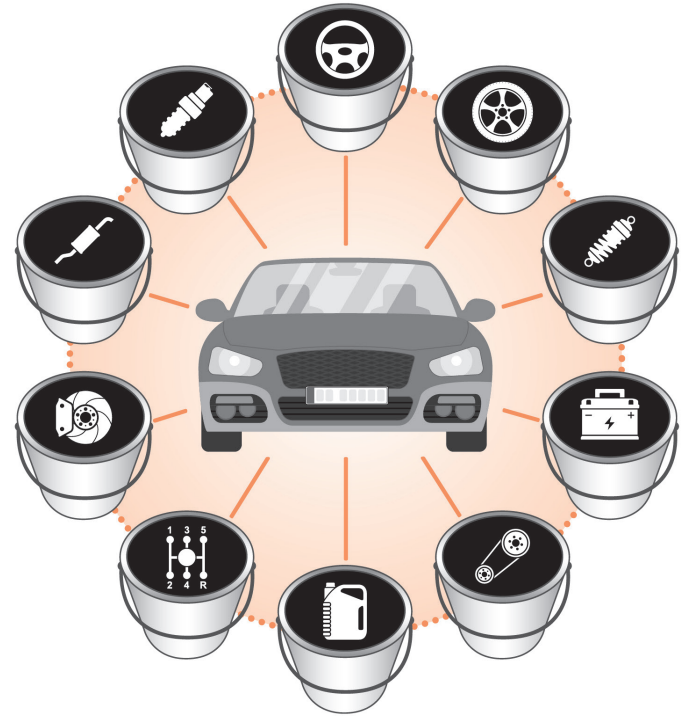


Figure 2: Put your eyes and touch on every aspect of reconditioning, using desktop or mobile devices anywhere.

### WATCH THIS VIDEO

[https://youtu.be/eZd5Ru\\_La9k](https://youtu.be/eZd5Ru_La9k)

## Build Your Team

Dedicated recon teams always win the reconditioning production and performance race.

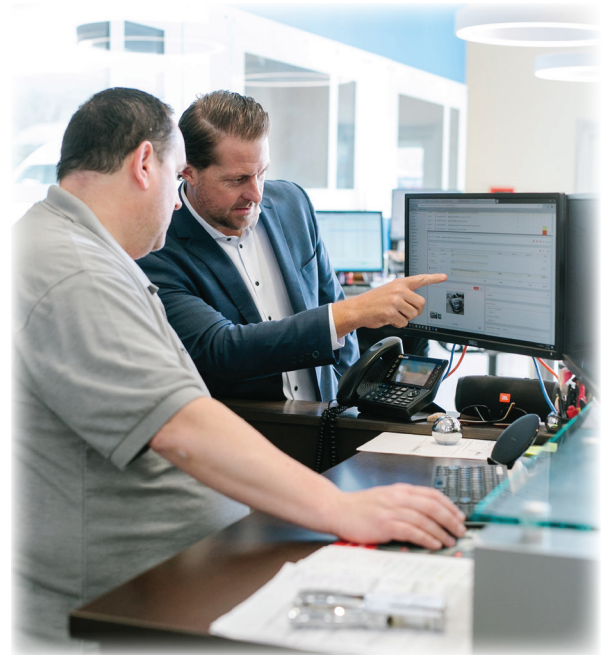
And centralized recon centers almost always outperform recon operations having to operate out of the service department.

The critical takeaway is you want recon to create its own processes specifically for what recon needs, instead of adapting the service lane process for internal work.

A dedicated recon staff entails technicians, detailers, an advisor, one or more porter, and a reconditioning manager who are all focused on this particular task. A process-oriented advisor will work better in this environment than a customer-focused advisor taken from the service lane.

If creating a dedicated team and location is out of the question, then at a minimum, assign one or more service bays and internal technicians for recon mechanical inspection and repair.

The take-away here is that, to gain true T2L superiority, recon must have the independence and authority to carry out its tasks without being bottlenecks by waiting on other departments.



## 5 STEPS TO BUILDING AN EFFICIENT RECON DEPARTMENT

1. Give recon autonomy, reporting to fixed ops.
2. Appoint one individual as recon team lead in charge of decisions and performance reporting and accountability.
3. Hire ASE-certified internal techs able to inspect and diagnose vehicle issues. New-car certifications are unnecessary.
4. Set up a recon-only parts department, perhaps sourced and staffed by an on-site employee of a local supplier.
5. Hire porters so you're not asking sales to run cars around; they lose selling time doing so.



### A best-practice clock-time model looks like this:

| Who  | What                                | Clock Time Best Practice |
|--|-------------------------------------|--------------------------|
| Advisor/ Technician/<br>Photographer<br>(for immediate online<br>posting; replaced with<br>final photos later) | Inspection, RO,<br>Mechanical       | 4 hours                  |
| Used Car Manager   | Approval                            | Under 15 minutes         |
| Dispatch-Advisor   | Shop Loading, Project<br>Management | 1 hour                   |
| Detail   | Cosmetic Detail, Delivery<br>Prep   | 4 hours                  |
| Digital Specialist   | Online Photos/Web Upload            | 4 hours                  |

WHEN CONSIDERING RECONDITIONING SOFTWARE

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## WE GET YOU.

Because our roots are yours. That's why our stuff works - and continues to make us the efficiency standard in time-to-line, speed-to-sale reconditioning technology and best practices expertise.

### MEET FIVE OF OUR 26 RECON EXPERTS:



**Anthony Martinez**  
**DIRECTOR OF CUSTOMER PERFORMANCE**  
Background: Sales, Reconditioning



**Brian Larremore**  
**IMPLEMENTATION SPECIALIST**  
Background: Technician, Parts, Reconditioning, Collision



**Stephany McLaughlin**  
**ACCOUNT MANAGEMENT**  
Background: Parts



**Curtis Sampson**  
**NEW BUSINESS MANAGER**  
Background: Used Cars, Finance, GSM, GM, Dealer



**Josh Coufts**  
**PRODUCT MANAGER**  
Background: Sales, Accessories, Reconditioning, Service

Read more bios at [RapidRecon.com](http://RapidRecon.com)

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## SUMMARY

Achieving a collaborative recon culture isn't an overnight effort. Still, it is one of the best investments you can make in improving the performance of your business and the morale and satisfaction of your teams.

When teams work in harmony to achieve greatness in one area of your business, that culture permeates into all other aspects of your dealership.

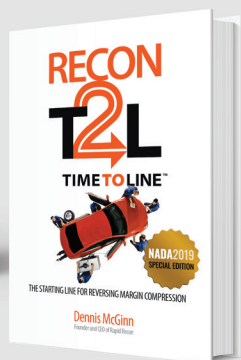
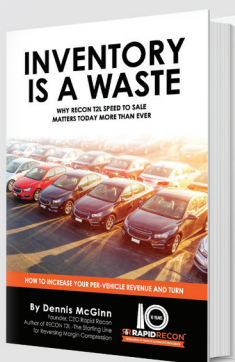
Because we intimately understand the human, emotional, and business dynamics involved in creating highly profitable T2L cultures, the Rapid Recon team of recon experts is always nearby to help you achieve the best outcomes.



**Our performance management team is here to help every customer, new or experienced, improve. Some key advancement areas available, at no charge, cover:**

- How to create trackability
- How to set up and manage accountability throughout your recon operation
- How to continually reduce your time to line
- How to leverage best practices to increase inventory turn
- How to set up your systems to know where all your cars are all the time

**For additional insight, visit the resources and videos at [www.rapidrecon.com](http://www.rapidrecon.com)**



**WE WROTE THE BOOK(S) ON HOW TO INCREASE TURN AND GET CARS SALE-READY FASTER!**

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On [www.rapidrecon.com](http://www.rapidrecon.com) you'll find two comprehensive industry-leading books about modern reconditioning, **Recon T2L – The Starting Line for Reversing Margin Compression** and **Inventory is a Waste – Why Recon T2L Speed to Sale Matters More Today Than Ever**.

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