

# SERVICE PRICE GUIDES

**“How much is it going to cost me?”  
—Answer this question accurately, consistently  
in seconds with Reynolds’ Service Price Guides.**

Customers hate waiting for service quotes—and they’re even more annoyed when their invoice is higher than the quote they received. Reynolds’ Service Price Guides (SPG) helps keep customers happy by allowing your service staff to prepare quotes that are accurate to the penny—and prepare them in seconds, not minutes. And service managers know that fast, accurate quotes are the key to high customer satisfaction scores, as well as increased fixed operations revenue and profits.

**Consistent, accurate pricing—and much more.**

Reynolds’ Service Price Guides does more than simply standardize labor times. SPG pulls current parts pricing information from the Reynolds Dealership Management System’s parts pricing matrix—including up-to-date service and miscellaneous charges as well as applicable taxes—to be sure that every quote includes all of your costs. And since the quotes are accurate, you won’t have to write off discounts when the bill doesn’t match the original invoice. Your staff speaks with one voice—so a customer would get the same estimate regardless of which advisor they spoke to. With deep integration and the ability to send parts alerts, SPG also improves communication between your service and parts departments, helping both run more efficiently and productively. For example, advisors can instantly see which parts are in stock, so they can confidently ask for the appointment.

*“In just the first six months we have increased our labor sales by \$6,830.66 from just the increase in effective labor rate of \$1.86 per hour for SPG hours. Our overall labor sales in six months from SPG is \$239,870.80.”*

—Ron Adkins, Service Manager  
Braley & Graham



**Truly flexible configuration.**

To meet your specific needs, SPG can be configured to use variable labor rates, grid pricing, maintenance menu pricing and more. You can even customize SPG to match (or beat) competitors’ pricing on specific jobs. Managers have the flexibility to make changes to prices quickly and easily, ensuring that quotes are always accurate and up-to-date.

For labor time setup, you can choose from Warranty Plus Percent, Reynolds Composite or MOTOR® Labor Time—giving you flexibility to effectively run your business. Service Price Guides also features up-to-date, easy-to-use maintenance menus for several car companies—and more are being added. Check [www.reyrey.com](http://www.reyrey.com) for the current list of manufacturers.

**Boost customer satisfaction.**

With Service Price Guides, any one of your service advisors can give a customer a complete, consistent estimate that’s accurate to the penny. SPG takes the guesswork out of service price estimating, so your staff looks more professional and trustworthy—and your customers pay you back with higher satisfaction scores and loyalty.

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**For more information, contact your Reynolds Account Manager or call 1-888-205-4142.**

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## **Profit from integration.**

Service Price Guides' seamless integration with the Reynolds system enables several powerful features, including...

**Automapping**—The Reynolds system can automatically pull SPG information directly into an ERA operation, enabling you to create an RO without retyping data.

**Forced Usage**—With a simple command, service managers can require that SPG quotes be attached to all ROs.

**Internal Price Quotes**—Integration allows other departments to access SPG and quote an exact price within seconds based on your Internal Pay rate.

**Parts Alert Tickets**—Send a parts alert ticket to the parts department when an appointment or RO is saved, reducing the time that technicians spend waiting for parts to be pulled from inventory.

**Management Reports**—Reports like Mapped Utilization, Exceptions, Parts Alert and Estimates Converted to ROs help managers build efficiency and boost fixed operations profits.

With immediate access to parts and labor charges and parts availability, your staff can prepare an accurate quote in seconds—so advisors have more time to sell service. Your parts personnel have more time to get parts for your technicians. And most importantly, with SPG, your technicians have more billable time, every day of the week.

*"We have increased our number of customer-pay repair orders by over 11% and our average parts sales per RO has increased by over 10%! Our total revenue increase has been over \$10,000 per month."*

*—Barry Sinclair, Service Manager  
Kelowna Toyota*

