



R&CO WEBINAR SERIES FOR AUTO DEALERS

How to Leverage Your DMS to Correct Hidden Fixed Ops Risks, Reporting Gaps, and Profit Leaks



ROSENFELD & Co. PLLC
TRADITIONAL VALUES | EXTRAORDINARY RESULTS

Speakers



Cory Coler
Reynolds and Reynolds



Adam Rosenfield, CPA
Rosenfield and Co.



Alysha Webb
Rosenfield and Co.

Moderator

How to Leverage Your DMS to Correct Hidden Fixed Ops Risks, Reporting Gaps, and Profit Leaks

Presented By

Cory Coler
Product Management Fixed Operations



Prepare



Implement

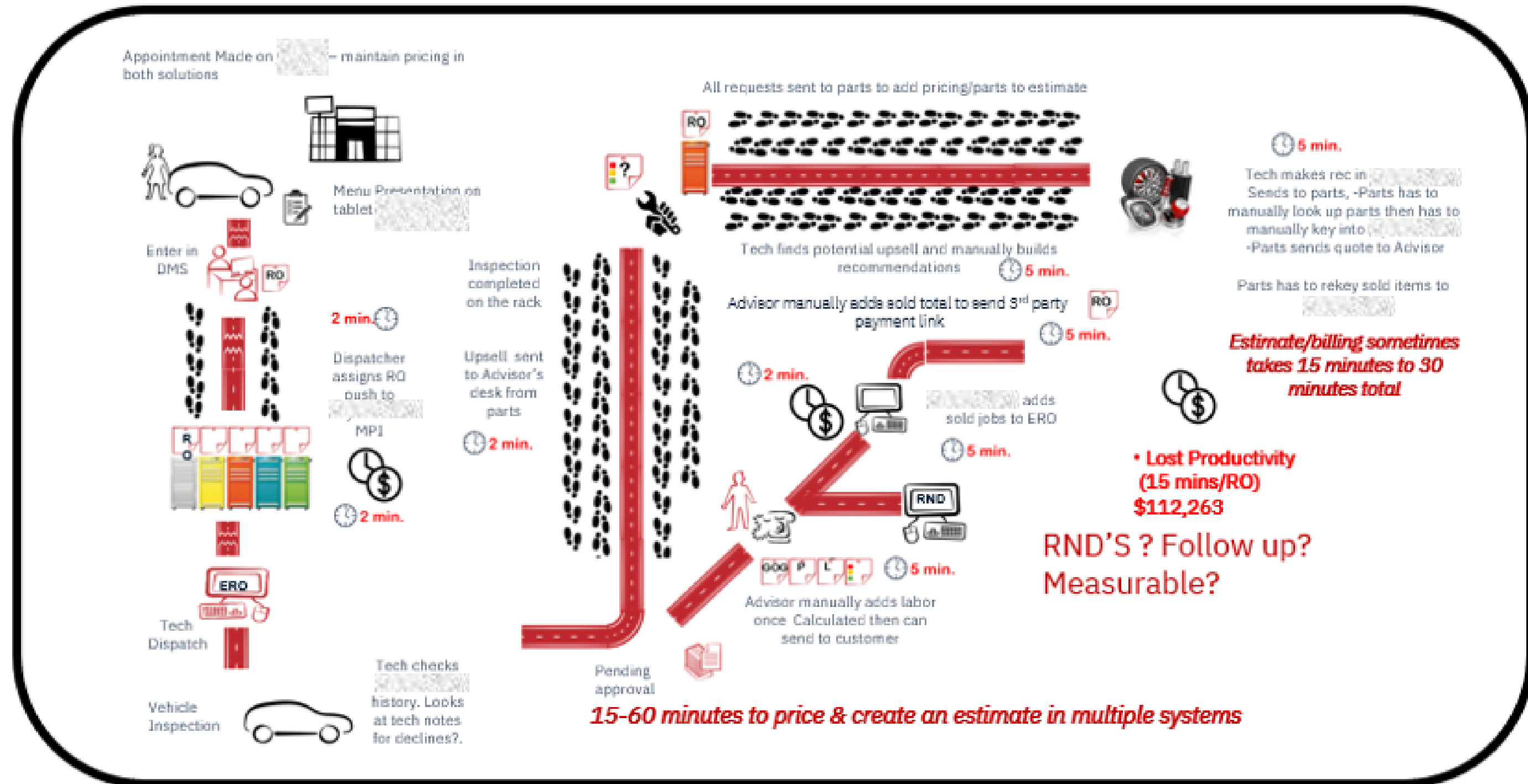


Monitor





Prepare



Laying the Groundwork

- Sales Taxes
- Chart of Accounts
 - OEM
 - Centralized Accounting
- Miscellaneous Fees / Credits
- Parts Pricing Matrices





Prepare

Parts Retail Mark Up Option

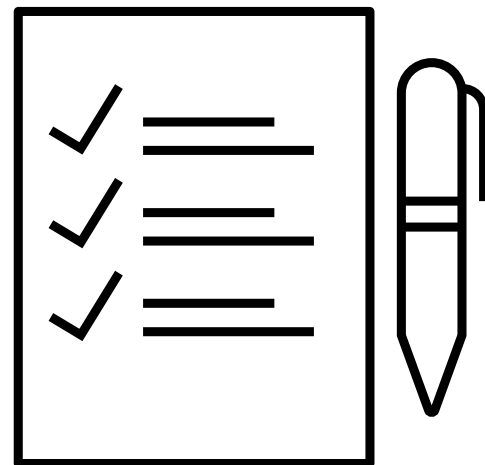


\$24,000

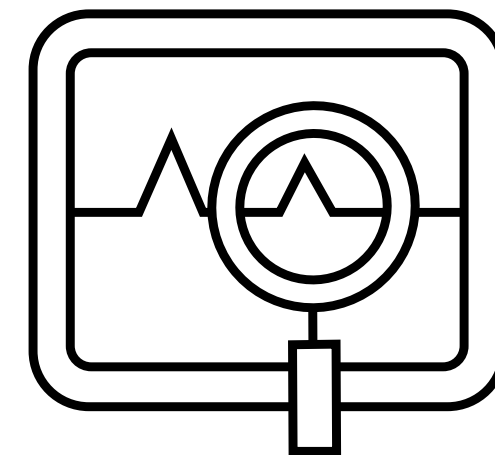
Additional annual parts income based on an average lift of \$0.40 for stores selling 5,000 parts per month.

Implement

Prepare



Monitor



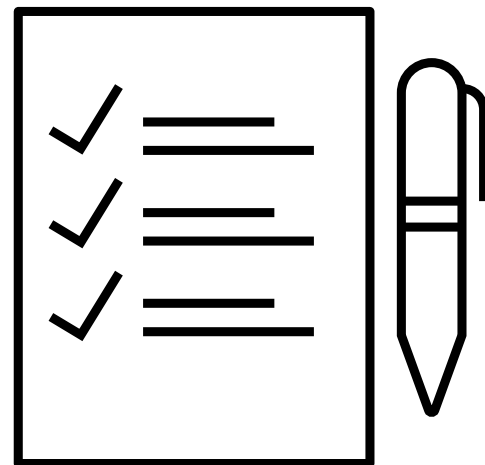


Implement

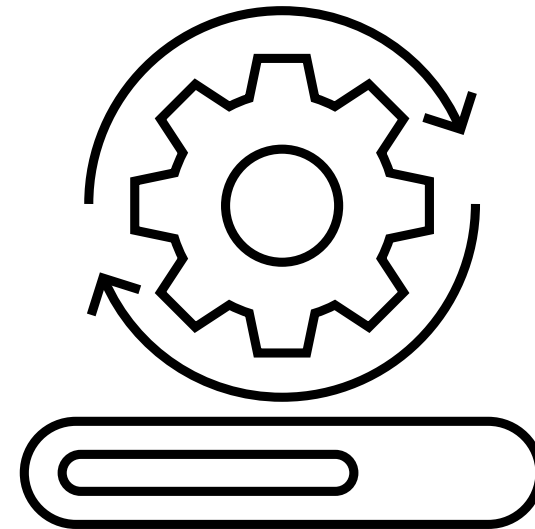
Single System Philosophy with Service Price Guides



Prepare



Implement



Monitor





Monitor

Effective Labor Rate Report

Change Store/Branch
27/SERV01
Reynolds Motors (serv01)

User-Defined Reports
Dynamic Reporting
Dashboard
Reporting Navigation Index
Daily Operating Control
Monthly Metrics
DOC+

Effective Labor

Saved Reports: ELR Report MTD

Report Criteria
Department Types
☒ Service ☐ Body Shop ☐ PDI ☐ One-Step Service
Advisors
Bill Type
☐ All ☒ Customer ☐ Warranty ☐ Internal
Makes
Exclude Operation Codes
Date Range
From &DMBEG To &DD
Report Format
☒ Summary ☐ Detail

Rey Assistant

Learning Center

Welcome back, Cory Coler!

Report Results

Advisor	Advisor Name	Repair Order Count	Operation Count	Tech Hours	Labor Sales	Labor Sale Average	Tech Hours Average	Parts Sales	Parts Sales Average	Labor & Parts
19984	Paige Hulett	11	28	8.00	929.80	84.53	0.73	0.00	0.00	929.80
20153	NINA	3	8	2.20	232.45	77.48	0.73	86.71	28.90	319.16
21637	Joe	9	25	1.60	2,673.54	297.06	0.18	1,269.42	141.05	3,942.96
21716	TED	3	7	323.70	138.39	46.13	107.90	0.00	0.00	138.39
21908	Spencer Sheely	3	7	225.50	161.22	53.74	75.17	0.00	0.00	161.22

23 rows displayed

Report Processed: 02/16/26 16:50:18

Store/Car Report
+ Add current report to Favorites

Exception Reports

F1 Help F2 Save F3 Change Store/Branch F4 Schedule Report F5 Archive to IDM F6 Clear Criteria
F7 Load F8 Save F9 Run Report F10 Print

Suspicious Activity Monitor Activated

RMIAEFL1 COLERCOR 27/SERV01 45N/80069 INS 13305

Send Message

Rey utilizes AI in its responses. Conversations are not monitored by human agents.





Monitor

Upsell Analysis Report

Total												
les	Gross Profit	Closing %	Added	On eApproval	eApproved	Sold	Closing %	Sales	Gross Profit	Missed Sales (Done Else...	Missed Sales (RND)	Missed Sales
00	0.00		0	0	0	0		0.00	0.00	0.00	0.00	0.00
00	0.00	0.0	21	9	6	8	38.1	1,997.09	1,278.74	0.00	6,817.11	6,817.11
00	0.00		2	2	1	1	50.0	10.00	10.00	0.00	311.49	311.49
00	0.00		5	4	1	1	20.0	14.25	14.25	0.00	1,592.87	1,592.87
67	212.42	100.0	13	2	1	10	76.9	244.21	218.96	0.00	4,588.57	4,588.57
00	0.00		2	2	2	2	100.0	97.47	66.08	0.00	0.00	0.00
00	0.00	100.0	1	0	0	1	100.0	0.00	0.00	0.00	0.00	0.00
00	0.00		5	5	2	1	20.0	391.94	273.71	0.00	3,127.84	3,127.84
00	0.00		3	0	0	1	33.3	432.99	195.17	0.00	411.52	411.52
00	0.00		14	14	5	6	42.9	371.14	299.14	0.00	2,415.79	2,415.79
00	0.00		3	1	1	2	66.7	171.42	136.98	0.00	1,151.37	1,151.37
00	0.00		0	0	0	0		0.00	0.00	0.00	0.00	0.00
86	279.86	100.0	15	12	6	7	46.7	3,501.26	2,912.36	0.00	8,179.34	8,179.34
00	0.00		6	0	0	1	16.7	59.73	59.73	0.00	1,288.88	1,288.88
00	0.00		2	2	1	1	50.0	15.00	15.00	0.00	430.95	430.95
07	32.94		7	4	2	3		430.80	303.10	5.23	1,920.88	1,926.12
70	823.45		172	89	40	69		10,770.00	7,577.48	130.87	48,022.05	48,152.92

Analysis MTD

Sales (RND)	Missed Sales
0.00	0.00
6,817.11	6,817.11
311.49	311.49
1,592.87	1,592.87
4,588.57	4,588.57
0.00	0.00
0.00	0.00
3,127.84	3,127.84
411.52	411.52
2,415.79	2,415.79
1,151.37	1,151.37
0.00	0.00
0.00	0.00
8,179.34	8,179.34
1,288.88	1,288.88
430.95	430.95
1,920.88	1,926.12
48,022.05	48,152.92

ed: 02/16/26 16:52:44

Exception Reports

F1 Help

F7 Load

F3 Change Store/Branch

F8 Save

F4 Schedule Report

F10 Run Report

F5 Archive to IDM

F11 Print

F6 Clear Criteria

Suspicious Activity Monitor Activated

RMIAUAR1

COLERCOR

27/SERV001

45N/80069

INS

13305



Monitor

Fixed ops remain key to dealership profitability, yet potential is often undervalued

"We knew we needed a better way to provide estimates and track recommended services."

Former car dealership employee charged with embezzlement



Monitor

Exception Reporting

RMII - ERA-IGNITE - 27/01

Functions File Applications Tools Display Reports Print System Tools Go To

Change Store/Branch
27/SERV01
Reynolds Motors (servc01)

User-Defined Reports
Dynamic Reporting
Dashboard
Reporting Navigation Index
Daily Operating Control
Monthly Metrics
DOC+

My RMI Favorites
Cory's Demo Customers

RO Exceptions

Report Criteria

Report Type (Repair Orders)
☐ Open ☐ Closed ☒ Both

Repair Orders

Date Range
From &DMBEG To &DMEND

Bill Types
☒ Customer ☐ Warranty ☐ Internal

Department Types
☒ Service ☐ Body ☐ PDI ☐ One-Step Service

Exception Types
☐ Specific Types

Makes

Port Numbers

User IDs

Report Results

RO#	Dept	Activity Date	Closed Date	Bill T...	Port	User ID	J...	Operation Code	Exception	Type	Previous	Current	Authorization
30133	Service	02/05/2026	02/05/2026	Custo...	41087	FOS12	4	02CVZZ003	Dispatching - Tec...	Changed	2.00		Change authorized by FOS12
30133	Service	02/05/2026	02/05/2026	Custo...	41087	FOS12	2	00CVZZ018	Labor Cost > Sale	Cost/Sale	4.81	0.00	
30134	Service	02/06/2026		Custo...	91953	FOS3	1	02FOZZ002	Labor Rate	Changed	0.00	95.00	*** Change authorized by FOS3 ***
30134	Service	02/06/2026		Custo...	91953	FOS3	1	02FOZZ002	Dispatching - Tec...	Changed	1.70		*** Change authorized by FOS3 ***
30134	Service	02/06/2026		Custo...	91953	FOS3	2	02FOZZ003	SPG Deletion	Changed			
30134	Service	02/06/2026		Custo...	91953	FOS3	2	02FOZZ003	SPG Deletion	Changed			
30134	Service	02/06/2026		Custo...	91953	FOS3	2	02FOZZ003	Grid Pricing	Changed	0.00	G110	
30134	Service	02/06/2026		Custo...	91953	FOS3	4	02FOZZ007	Dispatching - Tec...	Changed	3.50		*** Change authorized by FOS3 ***
30138	Service	02/09/2026	02/09/2026	Custo...	46433	FOS16	1	00BMZZ001	Labor Charge	Changed	114.00	0.00	*** Change authorized by FOS16 ***
30138	Service	02/09/2026	02/09/2026	Custo...	46433	FOS16	2	00BMZZ018	Labor Rate	Changed	150.00	0.00	*** Change authorized by FOS16 ***
30138	Service	02/09/2026	02/09/2026	Custo...	46433	FOS16	1	00BMZZ001	Labor Cost > Sale	Cost/Sale	16.80	0.00	
30140	Service	02/09/2026	02/09/2026		46763	FOS16			Advisor No	Changed	20877	1109	*** Change authorized by FOS16 ***
30140	Service	02/09/2026	02/09/2026	Custo...	48131	FOS6	3	00BMZZ002	Dispatching - Tec...	Changed	0.10		*** Change authorized by FOS6 ***

Exception Reports 149 rows displayed

Report Processed: 02/16/26 16:55:02

F1 Help F2 Change Store/Branch F3 Schedule Report F4 Archive to IDM F5 Clear Criteria
F7 Load F8 Save F9 Run Report F10 Print F11

Suspicious Activity Monitor Activated

RMIAOX1 COLERCOR 27/SERV01 45N/80069 INS 13305





Monitor

Rey Virtual Assistant

Rey Assistant

Learning Center

What can I help you with?

How did we do last month?

What are my top 5 repair orders in process?

Finished answer.

Checking now...

RO	Gross	Status	Store
30005	\$1,064	IN PROCESS	5285
27371	\$1,021	IN PROCESS	5285
30134	\$601	IN PROCESS	5285
30201	\$401	IN PROCESS	5285
29743	\$337	IN PROCESS	5285

Sources

Insight

Open Repair Orders

10 Repair Orders were left open overnight that should have been closed.

View Records



Coming together is a beginning, staying together is progress, and working together is success.

Henry Ford



When Operational Gaps Hit the Financials

Adam Rosenfield, CPA

Leveraging Your DMS: Are You Using It Enough?

General

- We use the DMS to gather and interpret data
 - DMS is one of the most underutilized tools a dealer has
- Clean vs. Dirty Data

Important Lingo

- Unapplied Labor
- Dirty Cores
- Parts Pad
- UIOs
- Policy Expense
- Tech Efficiency
- Sublet
- Work In Process (WIP)





Common Reporting and Operational Issues

The DMS already holds the data, are we acting on it?

- Setup and Mapping issues
- Dirty cores
- Upsell and Declined Service
- Open RO's
- Work in Process
- Parts Pad to GL reconciliation
 - minimum items to consider
- Special Order Parts
- Write-up and other general forms



What are the potential issues with current and future technology?

Setup and Mapping Issues

- Template setups that quietly create accounting and compliance risk
- Shop Supplies Credit
- Sales and other taxes
- Other common mapping mistakes

CODE	TOCS	1	TITLE	TOYOTA-SERVICE	CUSTOMER	
			SALE ACCOUNT	COST ACCOUNT	INV. ACCOUNT	%
LABOR TAXABLE		4400		6400	2470	
LABOR NON-TAXABLE		4400		6400	2470	
PARTS TAXABLE		4700		6700	2410	
PARTS NON-TAXABLE		4700		6700	2410	
SUBLET LABOR		4460		6460	2460	
SUBLET PARTS		4460		6460	2460	
G.O.G.		4770		6770	2430	
SHOP SUPPLIES		7193				
PAINT MATERIALS		7194				
BODY SHOP ADDL CHGS						
FREIGHT		7185				
CORE DEPOSIT		2410				
SALES TAX CODE		1				
SPECIAL ORDER DEP						





Key Metrics & Ratios That Expose Profit Leaks

Trending Reports & Follow Ups

- Absorption Rate
- Hours per RO, Tech productivity/efficiency
 - The product is time
 - Common misconception
- Unapplied Labor % of gross
- Labor Utilization
- Parts Aging
- Parts Days Supply
- Parts Turnover (excess inventory)
- Parts Wholesale % of total
- Policy Expense % of gross



Questions?

Thank you!



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