

Featuring:

Joe Laham
President | Premier Companies

I'm Going to Disney. I'm Going to Reynolds.

“The difficulty was trying to get the culture of all of these stores together.”

When we decided to grow our platform of dealerships, we went out and acquired several dealerships all at one time. The difficulty was trying to get the culture of all of these stores together. Some had ADP, some had Reynolds and Reynolds, and one had Dealertrack. We had to make a decision to choose one platform for all of our stores. I spent months researching each Dealer Management System provider and I made a decision that after NADA, I would finalize who I was going to go with.



“I kept telling the vendors that I'm not hoping for a strategy, I need a strategy, 'cause hope is not a business strategy.”

While looking at the different systems, we heard a lot about the “road map.” I kept telling the vendors that I'm not hoping for a strategy, I need a strategy, 'cause hope is not a business strategy. How could you hope to have a better solution? I need a better solution. I don't want to hope my way to something. Why would I put my business in someone's envelope who has no idea where they're going, because if you're hoping to get there, what happens if you don't?

“Somebody said we're going to make this damn thing the best system out there.”

Reynolds ended up being the only vendor that made us look twice. We already knew what the other vendors had and what technology they could offer. When we took a closer look at Reynolds, we found that it really was built from the ground up. Somebody said we're going to make this damn thing the best system out there. Forget about how much it costs, we're just going to make the best system for our dealer partners, and that's what they did. We ended up purchasing the entire Retail Management System, including ERA-IGNITE, Reynolds Integrated Telephone System, Service Sales Kit, and Contact Management.



"It's focused on the customer."

We will be able to better communicate with all of our customers because of Reynolds' retail centric processes. It's focused on the customer. I like to look at it as if I'm the customer. When I enter a business, do I want them to know that I was there before? Do I want them to know the value of what I do? Do I have to tell them that? Wouldn't it be nice to know when you go to an establishment to do business and spend thousands of dollars to purchase and service a vehicle that they already know who I am? I don't want to tell them who I am. They should appreciate me for the business I do with them. That's the biggest difference between Reynolds and all the other systems that are out there.

"...there's been a transformation in a company"

I spent a lot of time doing a lot of homework and if I didn't think Reynolds was the best I wouldn't have done it. I partnered with Reynolds for more than one reason. I partnered with them because there's been a transformation in a company that has decided to become a retail partner. Most of these other companies are vendors. I don't want to be in business with a vendor. He could go out of business. I want to be in business with a partner who's going to take the long journey with us.

"I'm going to Disney. I'm going to Reynolds and Reynolds."

People go to Disney because they want the best experience. They want to walk away and say wow, that's what they talk about all the time. I'm going to Disney. I'm going to Reynolds and Reynolds.



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