



A Look Inside PRO

For over 30 years, we have been providing a wide range of F&I products, reinsurance programs, and customized solutions to help auto dealers succeed.

We are about:

- ✓ Maximizing reinsurance profitability and identifying new profit opportunities
- ✓ PROactively evaluating your processes and providing strategic solutions to increase car sales
- ✓ Establishing an environment to sell cutting-edge F&I products

Market Outlook

Industry publications are murmuring in anticipation as the CFPB's newly appointed Rohit Chopra gets situated in the driver's seat. Automotive News reports that "as an FTC commissioner, **Chopra has been an outspoken critic of how some dealerships are compensated for arranging customer financing.**" He explained in an interview at AFSA's last Annual Conference, his focus on the present need to not only create lender regulations, but "effectively enforce laws."

Is your dealership's compliance practice leak-proof? **Connect with us** today to build a PROactive plan, customized to fit your needs.

PRO Action

Service retention could create a profit center in your finance department and create more revenue opportunities.

Explore how PRO expertise helped a stand-alone import dealership to drastically grow profit through service retention strategies.

[Read More](#)



What Our Partners are Saying

"The team from PRO Consulting have been instrumental in helping us build up our reinsurance company. Over the past 5 years, funds from our Portfolio reinsurance company have been extremely helpful in fueling our company growth. Everything is very professional, structured and organized. I appreciate that very much!"

Scott Elder, Elder Mitsubishi

Meet a PRO Team Member



I have been in the auto industry since I was a kid. Growing up, my family owned an Automotive Business in Albuquerque, New Mexico. When I wasn't competing in rodeo and training horses, I was there helping out.

In my twenties, I began working in a dealership in Finance, became a Finance Director, and then was recruited by a larger group as a GSM. Within 3 months, I was 1 of 17 selected out of 153 stores to be a GM on an Accelerated Management Program. I love the car business and the constant changes and challenges it brings while remaining one of the most resilient Industries out there. My success has come from persistence, patience, and grit.

Over the last 10 years, I have seen the culture in this business change drastically for the better. This has motivated me to be a part of the solution and help as many people as I can. My husband and daughter also drive me to be better everyday. Outside the industry, I love horseback riding, hiking, traveling to new places, great food and wine.

- Anne Revermann

Featured Product

Brake Plus reduces the chance of a **rear-end collision** by up to **50%**. Using high-tech, customized microprocessors, this system pulses the third brake light and **improves a driver's reaction time up to 1 second!** Hard-wired, hand-wrapped and hand-tested, Brake Plus fits nearly every vehicle.

[Explore the collection](#)

Mix like a PRO

Framboise Thaw

1 oz spiced apple cider concentrate
3 1/2 oz water
2 oz dry gin
1 oz heavy cream
1 oz tart raspberry syrup
cinnamon



1. Heat water and cider concentrate in a pot on low heat, to preferred temperature
2. Add gin and syrup to a shaker to mix and pour into a rocks glass
3. Add hot cider to the rocks glass
4. In a clean shaker, add the heavy cream and shake vigorously

For a gin free cocktail, replace with 1.5 oz of warm water and .5 oz of concentrate

We want to hear from you! Share a picture of your Framboise Thaw with us on social media for a chance to win lunch delivered!



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