

A Look Inside PRO

This month we had the opportunity to contribute to the GM Women's Retail Network, Drive to Succeed Scholarship for Women. We are excited to support the GM WRN in their work to create an inclusive and diverse automotive industry. Recipients of the scholarship will receive tuition assistance for degree programs in technology and business to prepare them for great opportunities in the dealership.

[Contribute to Scholarship](#)

Market Outlook

Today it's microchips, tomorrow it's gas prices. The car industry will always experience interruptions in production and supply. We've been here before. The truth is these production slowdowns can ironically result in benefits for dealerships. Pent up buyers, expiring leases, and used car owners capitalizing on high trade-in values all lead to profit if you have the right strategy. As automotive professionals, the best we can do is control what we can control and see the frenzy for what it is: bait to sell the news. Your processes and people are your best bet at staying PROactive. For help identifying the controllables, you know who to call.

[Schedule a Meeting](#)

PRO Action



A consultative approach transformed the efficiency of a multi-rooftop dealership's F&I department and raised the profits in the long run by over 300%.

Explore how the PRO Consulting Team leveraged its expertise to cultivate a competitive work environment by assessing people and processes.

[Read More](#)

What Our Partners are Saying

I have worked with PRO Consulting for a little over two years. The company has helped me with the necessary tools and strategies to maximize my productivity as an F&I Producer. Anne Revermann has done a great job coaching me within the Finance Department. Overall they are a great company to work with.

Cameron Belcher - Dennis Dillon Auto Group

Meet a PRO Team Member



After spending 9 years in the Army and 19 years in the car business, I'm no stranger to discipline and commitment. The experience I have gained over the years has given me the tools to positively impact dealerships across all departments. I help our partners improve their bottom line while maintaining ethical and compliant management.

What I love most about my position at PRO Consulting is working for a company that has values similar to mine: honesty, dependability, and commitment, to name a few. I am grateful to share my knowledge of the car business with driven dealership personnel, and also to grow with them.

When I'm not helping dealers with their success, I enjoy spending time with my wife and four children hiking, running, and anything else outdoors. I also barbecue like nobody's business!

Shon Smith II, Business Development Specialist

Featured Product



Brake Plus is the safety product car buyers want. This collision avoidance profit center reduces the chance of a rear-end collision up to 50% by pulsing the third brake light. Hard-wired, hand-wrapped, and hand-tested, Brake Plus fits both new and used vehicles.

Dealership benefits:

- increase front-end profit by \$250 per vehicle
- 70%-80% penetration

Let us show you how to increase your profit per vehicle with the one thing all of your customers can agree on: safety.

safety you can see

Add this Product

Mix like a PRO

Frozen Spring Spritzer

Ingredients:

- 5 frozen peach slices
- Handful of ice cubes
- 1.5 oz tequila
- .5 oz mango liqueur
- 1 oz orange juice



1. Add ingredients to an electric blender and blend.
2. Pour in desired glass.
3. Add a splash of Sprite.

The great Robin Williams said it best, *"Spring is nature's way of saying, 'Let's Party!'"*

Follow the PRO team on LinkedIn for weekly insights and updates.

