## Complete Information Tools to Drive Auto Repair Shop Efficiency & Profits

From the moment your customer drives up, to the final invoice and beyond, Mitchell 1's industry-leading software is hard at work helping you create an exceptional repair experience and more satisfied customers. You'll fix cars faster, streamline shop workflow, and launch effective marketing strategies to build your business — now and for the future.

Why go through the hassle of dealing with multiple providers when Mitchell 1 can save you time, money and headaches with the industry's most complete line of information software tools for your professional repair shop.
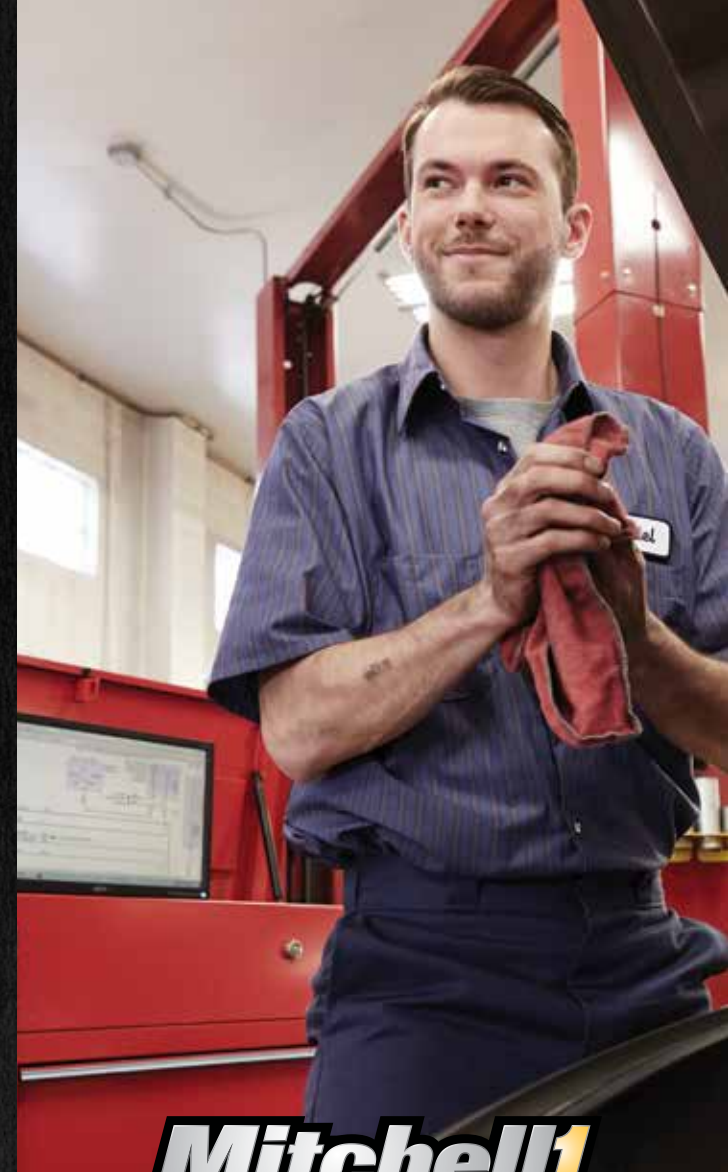
# Mitchell1®
*In your shop, at your side*

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**For more information:**
Call us: 888-724-6742
Visit us: www.mitchell1.com
Or find your local Mitchell 1 sales
representative: www.mitchellrep.com

repair information | shop management | shop marketing

repair information



shop management



shop marketing

## ProDemand®

It's time to get more efficient with ProDemand optimized with SureTrack®. The industry's most comprehensive repair data is right at your fingertips —complete OEM information and exclusive real-world knowledge delivered together in a single lookup.

▸ Smarter searches with 1Search Plus

▸ Over 1 billion repair records

▸ ADAS repair information

▸ Industry-leading color wiring diagrams

▸ Latest TSBs and Recalls

▸ Probable components based on code and symptom

▸ Estimating integration with Manager SE

▸ Component tests with connector views

▸ Community of professional techs

**Also available**: TruckSeries Class 4-8 truck repair, diagnostics & labor estimating

## Manager™ SE

Keeping track of all the moving parts in your auto repair business can be a challenge. Manager SE gives you a 360-view of your entire shop – so you can manage your business operations, your customer service and your repairs more efficiently.

▸ Fast, accurate, detailed estimates

▸ Work-In-Progress screen overview

▸ Integrated with ProDemand by YMME/VIN

▸ Recommendations, revisions, reminders

▸ Widest selection of aftermarket parts catalogs – including tires

▸ Advanced scheduler/appointment editor

▸ Plate-to-VIN decoding

▸ Over 190 built-in business reports

**Optional**: MessageCenter texting, ProSpect™ mobile inspection & greeter, Accounting Link, 1stMILE, XCharge, Manager SE Truck Edition (adds Class 4-8 trucks)

## SocialCRM

Grow your business by automating your marketing, reputation management, social media and customer communication efforts. The SocialCRM marketing service does it all for you, so you can focus on what you do best, repairing vehicles.

▸ Manager SE integration & customer engagement tools

▸ Text message reminders & thank-yous

▸ Search engine friendly verified reviews

▸ Real-time customer review notifications

▸ Automated email marketing campaigns

▸ Social media marketing content

▸ Performance & benchmark reporting

▸ Personalized marketing support

**Optional**: LocalSearch website & internet marketing services, Google AdWords, target market postcards

**Mitchell1**®