



TOTAL SHOP SOLUTIONS

Smarter tools for a more profitable shop

Industry-leading software built for real shops



REPAIR



MANAGE



MARKET





REPAIR | PRO**DEMAND**



MANAGE | MANAGER **SE**



MARKET | SOCIAL**CRM**

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 solutions are hard at work helping you create an exceptional repair experience. You will fix vehicles faster, streamline workflow, and launch effective marketing strategies to grow your business.

✚ RUN YOUR BUSINESS AT MAXIMUM EFFICIENCY.

Mitchell1



REPAIR |  PRODEMAND

Diagnosis Faster, Repair Smarter

Access real-world fixes, OEM data, wiring diagrams, and more, to get to the fix faster. Maximize efficiency and profits with seamless Manager™ SE integration.



1SEARCH™ PLUS

Mirrors a Technician's Workflow

Get the right repair info instantly with a visual layout that mirrors technician logic — with OEM data and real-world fixes delivered together.



INTERACTIVE WIRING DIAGRAMS

Click. Trace. Repair.

Jump straight from a component name to locations, connector views, and procedures — no extra lookups.



ADAS — DRIVER ASSIST

Simplify Complex Systems

Access diagnostics, calibration and repair steps for all ADAS features in one organized table.



QUICK LINKS

Your Shortcuts to Speed

Access most-used content like fluids, resets, tests, DTCs, and TSBs in a single click.



TOP 10 DASHBOARD

Your Shortcut to the Right Repair

See the most likely causes and fixes for any vehicle based on millions of real repairs.



ESTIMATING GUIDE

Complete Estimating Data. All in One Place.

Create fast, accurate estimates with labor times, parts and diagrams in one place. Integrate with Manager SE to gain additional clarity for every job.



SURETRACK®

Expert Knowledge. Real Fixes.

Tap into verified insights from over a billion repairs — plus community support from professional techs.

- **INTEGRATED WITH OEM DATA**
- **TOP REPAIRS**
- **REAL FIXES**
- **COMPONENT TEST INFORMATION**
- **CAUSES & FIXES**
- **TECHNICIAN COMMUNITY**





MANAGE |  MANAGER SE

Run Smoother, Grow Smarter

Manager SE is the industry's most trusted shop management system — built to streamline workflows, track repairs, and drive smarter decisions from estimate to invoice.



FAST, ACCURATE ESTIMATES

Quote with Confidence

Quickly create accurate, profitable estimates every time. Instantly check profit margins while quoting, and deliver professional, organized invoices that speed customer approvals.



REVISION CONTROL

Keep Work Organized and Scalable

Easily update, track and manage repair orders so you never lose sight of changes, approvals or technician notes.



MULTI-POINT INSPECTIONS

Streamlined Workflows; Quicker Approvals.

Leverage next-generation MPI tools to synch digital inspection results with job estimates and invoices. Share photos, videos and notes to improve trust and expedite approvals.



REPORTING POWERHOUSE

180+ Reports to Drive Smarter Decisions

Access comprehensive reports to track shop performance, sales trends, customer/vehicle history and more — all at your fingertips.



DRAG & DROP SCHEDULER

Flexible, Visual, Effortless

Easily schedule customer appointments and assign jobs with a visual scheduler that maximizes resources and keeps the shop floor running smoothly.



SMART PARTS PURCHASING

More Vendors. Fewer Clicks.

Quickly find and order the right parts in real time from the widest selection of eCatalogs — all on one screen — from top aftermarket parts vendors.



TIME MANAGER

Real-Time Tracking That Works for You

Automatically track technician hours and employee timecards to improve accountability, efficiency and payroll accuracy — with real-time visibility into job performance.



WORK-IN-PROGRESS

Total Visibility, Always in View

See active jobs in real time on a single dashboard to prioritize work, avoid delays and keep your team aligned.





MARKET |  SOCIALCRM

Stay Connected, Even After the Repair

Attract and retain customers automatically with award-winning marketing tools that boost your shop's online visibility, reputation, reviews and SEO to drive traffic.



TEXT MESSAGE REMINDERS

Stay Connected Automatically

Send timely texts for appointments, thank-you's, and more — all automated to keep your shop top-of-mind.



VERIFIED REVIEWS

Boost Trust and Visibility

Collect verified reviews that drive word-of-mouth and improve your shop's search ranking.



TEXT CAMPAIGNS

Promote With a Click

Send personalized, pre-scheduled marketing texts directly from your SocialCRM dashboard.



SOCIAL MEDIA AUTOMATION

Stay Active Without the Effort

Your social content is created and managed for you — saving time and building awareness.



EMAIL COMMUNICATIONS

Smart Timing. Better Reach.

Deliver branded emails to the right customers at the right moment — automatically.



MANAGER SE INTEGRATION

Connected Tools. Unified Results.

SocialCRM syncs with Manager SE to track customer activity, view service history and access insights.

+LOCALSEARCH

+GOOGLE ADS

Expand Your Online Reach with Smart Add-Ons

Take SocialCRM even further with a professional website and Google optimization tools to boost your search rankings. Then capture more business with Google Ads.

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Real Solutions for the Profitable Shop

FOR MORE INFORMATION

Call Mitchell 1: 888-724-6742

Find your local Mitchell 1 sales representative: www.mitchell1.com/my-rep

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