

My boss thinks I'm trying to give away the farm . . .

“But I love to kick the New Year off with a bang, so I came up with an unprecedented offer to help your dealership generate more revenues and bigger profits on every deal!”

You'll have to hurry to take advantage of this offer before my boss changes his mind. And when you do, just watch your Sales Lift Off (I guarantee it!) when you Supercharge your Business Office with Quantech V6 F&I Software for Independent Auto Dealerships!



Lisa Robinson

Dear Business Manager,

As the Director of Business Development for Quantech Software, Canada's leading developer of F&I software for independent auto dealerships, I decided to take the moose by the horns and **make an unprecedented New Year's offer to make your life easier and your business more profitable, GUARANTEED!**

Now you can dramatically improve the finance, insurance, and aftermarket closing rate of your business office, so your dealership can generate more revenues and bigger profits on each and every deal!



Think about why you are in business in the first place. If you can save time, make the job of managing your inventory and business easier, earn more money, kill your competition, and retire earlier, shouldn't you? We have developed software tools to help you realize your goals in business. Please indulge me with a few minutes of your valuable time, as I explain how **Quantech V6™** can make a difference in your life. In the next few minutes, I will show you a whole new way of taking care of your business and how you can make it more successful.

Quantech V6 software organizes your operation by putting your inventory, pricing, and customer contact information into one centralized database, so you can print window stickers or contact your customers with special offers and mailings.

Quantech V6 software also puts the business manager in total control of the whole F&I deal, from finance options to insurance choices to inventory and pricing to customer information. The software automatically fills in all unit and customer information, takes you step-by-step through financing and insurance options as you offer these to your customer, and then prints all the forms required to close the deal. So you save time filling out paperwork while also selling more products!

“But Lisa, what if our dealership doesn’t currently offer F&I?”

If you don’t currently offer F&I, you know as well as anyone that you are leaving money on the table. Perhaps you feel your dealership is too small to afford getting set up, or perhaps you are worried about the regulatory and compliance issues that you will have to deal with.

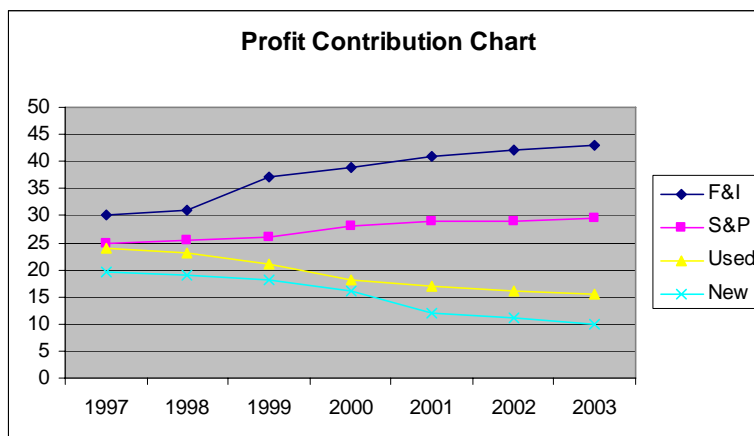
My answer is that virtually no car dealership is too small to want to make more money on every deal. After all, it just makes good business sense to earn the money that is available to you. And your customers will be happier because Customer Satisfaction goes up when car buyers are given the option to protect themselves and get financing at the time they make the purchase.

And if you think you are too small, just talk to lenders and insurance package providers. They’ll tell you that you’re not! We work with a number of insurance companies and finance providers and know that their business is all about taking care of dealers like you. Every sale counts in their business, and it should in yours too. (Oh, and if you need the name of a reputable insurance provider, talk to me and I can put you in touch with an excellent company.)

*“Thank you Quantech for **introducing us to F&I**. Your easy-to-use software **has generated so much income for the dealership**, we did not even know was possible. Training was provided by knowledgeable business managers who really know their stuff.”*

Jeff Clay

Why leave money on the table, and why do a disservice to your customers? If you don’t currently offer F&I, you are depriving yourself of a lot of additional revenue. In fact, industry research shows that **over 40% of revenues come from F&I at the average car dealership**. And the chart below shows that F&I is growing more important with every passing year, so if you want to make more money, F&I is for you!



F&I accounts for the lion’s share of profits at car dealerships, which is why you need to get the best tools for the job! (S&P is Service & Parts.)

Source: CNW Marketing/Research

“What if we take care of F&I through a broker?”

If you currently use an F&I broker, this is the opportunity you have been waiting for to bring F&I in-house! As I outline below, with the enclosed **coupon and unprecedented money-back guarantee**, this is an exceptional opportunity to get the software you need to open your own F&I operation and keep 100% of the profits for yourself!

If you use a broker, you may feel you are too small to run your own F&I, but with the price of computers these days and the low-cost of **Quantech V6** software (not to mention that we hold your hand and help you through the whole set-up process), there is really no reason anymore not to do F&I yourself.

“But Lisa, we do F&I manually. Why should we change?”

Yes, I still encounter dealers who handle F&I deals manually, but believe me, once you try the automated route, you’ll be hooked. Not only does it automatically fill out all your forms once the deal is complete, saving you and your customer considerable time, but it also helps you close the deal faster and more consistently.

Say you have done the calculations for the deal and the customer suddenly asks what would happen if he adds an extra \$1,000 down payment, or if he suddenly wants to add another protection package, or look at leasing, or explore any one of the dozens of other variables in a deal. With the manual method, you’ll be pulling your hair out to model the deal before the customer walks away in frustration.

But with **Quantech V6**, the deal is recalculated instantly, every time you change a variable. And the system is so easy to understand that many business managers show them the screen so the customer can follow along as they change the variables and recalculate the price. This gives the customer the sense that they are designing their own deal and picking the absolute best option for their personal situation!

So if you like to save time and make more money and have happier customers, Quantech V6 is definitely for you!

“But Lisa, the people at my dealership just don’t like computers.”

Do you have staff who wouldn’t touch a computer with a ten-foot pole? My answer is that we have **designed Quantech V6 for the proverbial “dummy”!** We know that many people who work in the industry have been around for awhile and aren’t very comfortable with computers, so we made the software a snap to operate. And that is not just me talking! Our customers say the say thing.

*“V6 is so much more user-friendly than other systems I have worked with. You have to remember that in the used car business, there are a lot of people like myself who are used to the old management style and did not grow up with computers. If the thing isn’t user friendly, we get lost. **That’s one of the things Quantech is really good at, making the thing so damned user friendly.**”*

Ross Crawford – CAA Car Care Centre

The other great thing about Quantech is that you get **unlimited training** (yes, you read that right -- unlimited!) with the software for **no extra cost!**

In addition, **our trainers have all worked as dealership business managers**, so they can help you not only learn the software but ensure you are using it the best way to help you sell F&I.

And with unlimited training, if your staff members have little experience with computers, there is nothing to hold them back from learning. I should mention however, that **most users are fully up-to-speed in a couple of hours of training**, so I don't expect you will need a lot of hand holding; but it is good to know it is available in case you ever need a refresher or if you have new staff members who need a session or two.

“What if we have an old DOS-based F&I system that has served us just fine all these years?”

Many of our customers were in the same boat and upgraded to **Quantech V6** software because it is so much more flexible, more powerful, easier to use, and quite often cheaper, since we don't charge extra for programming new forms or changing insurance tables.

In addition, because our software is up-to-date, you have the ability to sell new types of products that weren't around when the DOS systems were developed. And **Quantech V6** also integrates with our Menu Selling solution, which is not available with DOS systems.

Our engineers develop our software using all the latest Windows and Internet-friendly technology, so when you go with **Quantech V6** software, you will be completely up-to-date on a friendly Windows platform, rather than having to deal with the “Dinosaur Operating System.”

“What if we have a DMS which already includes an F&I module?”

Aha, good question! Many of our customers actually are in dealerships with established Dealer Management Systems. So why in the world would they use an external F&I system, you might ask? Well, **why do people buy Alpine® stereo systems for their cars** when manufacturers already include a radio, CD player, and speakers? Because people want the best performance!

DMS systems are generally focused around accounting, service, parts, and other areas of running a dealership, but they don't specialize in F&I, so their F&I systems are more of an afterthought than the core system. After all, you can't expect their software developers to be good at everything!

With **Quantech V6**, you get a **specialty package built around F&I**. Our software was developed by business managers, for business managers, so the system positively shines when you get in front of your customers. If you use an F&I system that does not handle transactions smoothly, it will actually cost you money because you will lose sales and have less satisfied customers. Using a poorly designed tool for F&I is like using a kitchen knife for brain surgery – it may do the job, but no surgeon (or patient) would be satisfied with the results. F&I sales is a delicate operation in the overall customer interaction and closing process: when you get the customer in the business office, you want a **finely-tuned instrument that is perfectly designed to get the job done right**.

“Besides F&I, what else does your software do? What about inventory?”

Actually, **Quantech V6** does F&I, Inventory, and a whole lot more! For an overview of **Quantech V6's** capabilities, check out the brochure I have enclosed with this letter. As you can see in the screen capture below from **Quantech V6**, most every aspect of a transaction is centralized on one powerful Deals Screen, so you don't need to flip around between screens and confuse the customer as well as yourself . . .

QuantechV6 - [Calc.qv6]

Edit

Home Deals Contacts Inventory Calendar

Quick Quote Co-Signers Add. Units Settings Deal Stats Disclosure Work Sheet Investment F&I Menus Reports

Business Name Your Company Name Here Stock # 3118 Get Browse Remove

Buyer Change LANZ, PERRY Remove Unit 2003 DODGE DURANGO

Co-Buyer Change LANZ, CATHY Remove Type USED Category TRUCK

Deal Input

Price \$29,995.00

Discount (\$500.00)

Accessories \$1,110.00

Freight & PDI

Trades (\$8,500.00)

Difference \$22,105.00

Lien

Fees & Levy \$195.00

F&I Products \$4,040.00

Taxes \$1,730.73

Deposit

COD (\$2,500.00)

Rebates (\$0.00)

Total \$25,570.73
(Insurances not included)

Deal # 274 Business Manager Max Trouble Salesperson Fred Velder

Finance NAT. ACC. Pmts/Yr 12 Term 60 Am. 60 Rate 11.99%

Deal Date Oct 28, 2005 Deferred days (No Int. Added)

1st Payment Date Nov 28, 2005

Payment \$626.18 Roll Balloon Pmt. \$0.00

Insurances Type Preferred Ins L O E Type Preferred Ins

Daily

Life BUYER \$0.67 L O E NONE \$0.00

CI NONE \$0.00 Ext. Warr. Saf. Motor \$1,995.00

F&I Details A/H BUYER \$0.70 Pro Pack NONE \$995.00

Edit as Lease Deal Save Changes Discard Changes Notes Apply F&I Menus

In brief, **Quantech V6** enables you to . . .

- Set up **serialized inventory**. If you use this powerful function, you can import full vehicle information directly into the deal screen as well as print off **detailed window stickers customized with the logo of your dealership!** In addition, the inventory module does **reports** such as days on lot, summary vehicle listing, on order, detailed vehicle listing, sold vehicles, inventory valuations, price list, and cars on lot evaluation. It also stores options and packages with or without pricing and refurbishing information, as well as Buy fees, Lot fees, and detailed Repairs.
- Set up a number of **insurance providers** (in fact, we input and format all their rate tables and forms for you, and we keep these up-dated whenever changes are made!)
- Add/remove **all after-market products** such as Warranties, Life & Disability Insurance, and Accessories with a single click
- Set up your **finance providers**: (offer multiple lender comparisons!)
- Be your own finance provider with our **“Buy Here Pay Here”** option, which tracks and manages your in-house finance and lease deals

- Create a comprehensive **customer management database**, so you can pull customer info straight into the deal or use the **step-by-step Mail Merge function** for mailings and sales follow-ups.
- **Start doing deals!** Sit the customer down beside you and show them the best possible finance and insurance options as well as any other aftermarket items you want to sell them, such as extended warranties, service agreements, and accessories. **Quantech V6 works with online finance portals such as Curamax™** to streamline finance approvals. And as you make changes, the powerful deal engine recalculates everything on the fly in real-time, so don't be afraid if your customer likes to ask questions or **explore different payment options**. One cool tool in the deals area is the **QuickQuote feature**, which lets you step out of a deal in progress and explore alternative deal structures with ease.
- **Quantech V6 includes advanced payment options:** Roll-back, Lien Calculator, Deferred Payments, Quarterly – Semi-Annual – Annual Payments, etc.
- **Simultaneous Finance and Lease calculations.** Flip back and forth between lease and finance deals and let the customer compare!
- **Handle complex taxes** with settings personalized to the needs of your dealership and corresponding tax jurisdictions
- **Capture Documentation Fees**

“Once the deal is finalized, does Quantech V6 take care of forms?”

Does it ever! As I mentioned above, the customer service people at Quantech set up all the forms for you when you first get the software, and we keep them up-to-date whenever there is a change. That way you have all forms available to close the deal. Just hit print and the forms go to any printer on your network (laser printer, ink jet, or impact printer), with all information already filled in.

Quantech V6 also does the final bill-of-sale, insurance contracts, and provincial/federal forms for government regulations. And of course, if you change insurance providers or lenders, we will change all the forms for no extra charge.

“What kind of reports does Quantech V6 produce?”

Reporting is one of the most powerful features of **Quantech V6**. You can drill into your business and get critical information, such as:

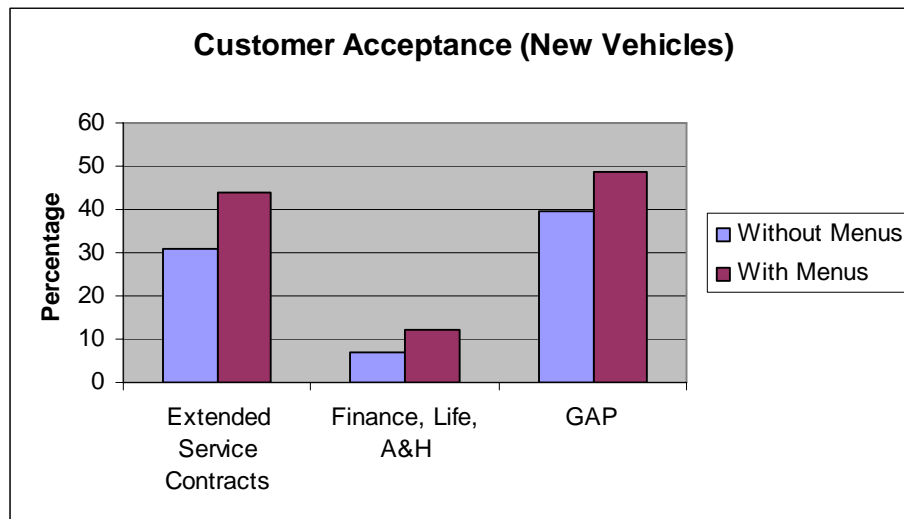
- Which salespeople and products are generating the most business
- Deal statistics
- Commission reports
- F&I profit reports
- Insurance and Warranty Remittance reports: **No more manual entry!**
- Key business indicators
- Many others including deal count data, product penetration, product profit, back-end gross, and front-end gross.

You can also export data from **Quantech V6** to programs such as Excel or other file formats for data analysis.

“Lisa, what about Menu Selling?”

As you probably know, menu selling has really taken off in the USA in the last couple of years and is starting to catch on in Canada as well. We offer a leading Menu Selling Module as an **optional upgrade** to the **Quantech V6 F&I** package. **Quantech’s Menu Selling Module** is a unique presentation tool that boosts profits by presenting aftermarket products and warranty/insurance options to the customer in a professional ready-to-use presentation. **Our system ensures that you offer every product to every customer, every time.**

The chart below tells the story best. When business managers use menus, they **close on average 38% more extended service contract business, 60% more Finance, Life, and A&H business, and nearly 20% more GAP.** That’s a pretty compelling argument to make menus part of your normal business practice!



Source: Consumers Marketing Group

“What if we just want the Menu Selling Module. Can we buy this as a standalone, without your F&I system?”

Talk to me! While I would love to set you up with the full F&I and Inventory solution, I’d also be happy to give you a quote on just Quantech’s Menu Selling program, if that is all you need at this time.

“What kind of customer support do you offer?”

To say we are **fanatical about customer support** is not an exaggeration – many of our customers brag that we provide the best support they have EVER received from ANY computer software company. Our goal is to help you succeed, so we strive to provide you with the highest level of support possible. Because Quantech was founded by dealership F&I business managers, we know the situations you face and how critical it is to answer your concerns as quickly as possible.

The all-inclusive price means that you get the updates and forms and fixes you need, at no extra cost, so you can worry about keeping your customers happy, not fixing computer problems!

“Customer service has been exceptional. *The people at Quantech are always very helpful and address support issues immediately. During set-up, we had some unique issues to resolve in the way we handled trades and the resulting taxes, and Quantech took care of everything. Quantech also has a remote administration feature, which is just wonderful, so they can take remote control of Quantech V6 for all updates and troubleshooting.”*

Erik Vande Merwe – Milestone Mazda and Subaru

“What about other features like backups and password protection?”

In this letter, I’ve only scratched the surface when talking about all the features of **Quantech V6**. Here’s a few more things you should know about the software . . .

- The powerful **search engine** lets you quickly find any deal, vehicle or customer in the system
- A unique “**profit clock**” shows you the changing total F&I gross at every stage of every deal (with advanced profit tracking reports, breaking down every detail of every deal)
- Pricing information is hidden, so the customer never sees what they are not supposed to see.
- The **automatic back-up** function means you don’t have to waste time worrying about how to back up your data
- The software handles **unlimited trades**, and it swaps the sold unit out of inventory and the traded unit or units in, when the deal is closed. It even handles the **complex tax calculations** and what we call “negative financing” when the value of the trade is greater than the value of the vehicle being purchased!
- Track and report **reconditioning details and costs**
- **Lien payout calculator**
- The **Calendar/Daytimer** lets you track deliveries and follow ups
- The system is fully **password protected** with different levels of access, so you can give your sales people access to specific areas while keeping some areas private
- Quantech V6 integrates with **Web-based funding solutions**, so you can get approval online in seconds and eliminate the need for dual entry
- A robust **multi-site version** is available for dealers with multiple locations

“With V6, we store the complete inventory and handle all the financing and insurance options, from the moment a vehicle comes in to the final invoice. The software lets us put in accessories as part of the deal, so everything is handled through one central invoice. We print our retail invoices from V6, which are formatted with our logo on the invoice in color. Each invoice is uniquely numbered, so invoice data is coordinated for our accounting office, which also uses Quantech V6 to access deal information..”

Ross Crawford
CAA Care Care Center

“Well Lisa, from everything I have read so far, your software seems to be really comprehensive. Now comes the scary part. How much will this all cost me?”

Not scary! Depending on the options you need, the cost for the monthly support for most dealerships nets out to **less than \$6.00/day**, which is a small price to pay, considering you can earn hundreds of extra dollars on every car sale with the help of this software, PLUS save time filling out forms (and I read somewhere that “time is money” – how much is your time worth?). So for about the price of a burger and Coke, you are set to earn more money on every deal!

The normal set-up fee is \$995, but as part of my New Year’s offer, I am sending you a coupon to help offset the set-up charge, **saving you an additional \$300**, so you can get started with **Quantech V6** at a minimal expense! See the coupon that I have included with this letter, but please note that it is only **good until February 28, so you need to act fast to get this discount!**

“Why do you charge monthly support? Can’t I just buy the software outright?”

The reason we charge monthly support is because this enables us to provide you with our All-Inclusive Support package, which covers

- as much user-training as you will ever need (**even when you hire new staff!**)
- **unlimited changes** to forms and contracts
- unlimited technical support (our technical team knows that if your F&I software isn’t working right, your business isn’t working right, so they really go the extra mile to keep you up-and-running!)
- **unlimited updates** to forms, which change frequently
- unlimited additional forms and contracts, in case you decide to work with a new insurance provider or take on new protection options or products

Next, the beauty of monthly support is there is **no binding long-term commitment**, so if you find your business taking you in another direction, you can just cancel the contract and you won’t owe us another dime!

“Well, that all sounds great, but computers can be expensive to own and maintain.”

Ah yes, the old “too expensive” argument. Well, **Quantech V6** operates just fine on an entry-level Windows computer, which you can pick up for a good deal less than \$1,000 these days. And because **Quantech V6** helps you add sales and profits to every deal that passes through your office, it doesn’t take a rocket scientist to figure out that your computer pays its own way in a very short time.

And as for maintenance, you don’t need an expensive IT person to keep **Quantech V6** up-and-running. We have a **remote administration and diagnostic capability**, so if you have any trouble with **Quantech V6**, don’t call your computer consultant just yet (or your sister’s husband Fred, who by the way is out of town for the next five days on a fishing trip). Call us first! Our technical experts will take control of your computer remotely and address the problem.

Oh, did I mention the best part? All this service is provided with your monthly support at no extra charge! So you get the comfort of knowing that your investment is backed by a team of technical people who are dedicated to making sure that everything works and stays working, so you can close more F&I deals!

“We are definitely interested Lisa, but what happens if we install the system and decide it is not for us?”

I'm glad you asked! Here is where we get to one of the best parts of my New Year's offer. As a further incentive, I also got my boss to agree **(for the first time ever!!)** to offer **a full money-back guarantee on the set-up fee!**

I'm so excited about this one because now my customers have absolutely no reason to not give **Quantech V6** a complete test-drive! If you install **Quantech V6** and are unhappy for any reason in the first 90 days, just let us know and we will refund you the set-up fee!

We have never offered a money-back guarantee before now for the simple reason that we do many hours of work every time we set up a new dealer and customize Quantech V6 with your logos, forms, and contracts, so we feel there needs to be a commitment from both sides. But we are willing to give this a try because we are confident that Quantech V6 will make a positive difference to your business (as it has to so many others!), so we decided to remove the risk on your side!

“Never before have we had such support from a software company. Try it and call them. There is always a live person to answer the phone and help out. With remote access support we don't even have to be by the computer while they work..”

**Steve Murley, Business Manager
Camron Nissan**

“Well, that sounds great. But you know you are not the only company offering F&I systems. What makes you better?”

Actually, we are the **leading company in Canada** that specializes in F&I software for dealerships. Because we are Canadian, you are assured that we meet all the tax and regulatory and compliance issues that you face in Canada, and always will. If you go with an F&I package from the USA, do you have this same assurance? Heck, they don't even have GST or PST down there, let alone HST!

In Canada, there are others, but Quantech focuses exclusively on F&I which means you get the best F&I package on the market. Oh, and our customers obviously compared us to other companies and told us . . .

- Quantech V6 software is much **easier to use and more intuitive**
- Quantech V6 software is more flexible and looks better
- Quantech V6's **set-up charge is lower (and even lower with the coupon!)**

- Quantech V6's **monthly support fee is lower**
- Quantech's **service is better**, including turnaround time on forms and updates
- Quantech's **Menu Selling Module is far more flexible** and easier to customize for personalized presentations

And I'd be willing to bet these other guys don't even offer a money-back guarantee!

Hey, there's a reason why Quantech has been growing so fast since we introduced **Quantech V6** a couple of years ago. Thousands of people use our software and swear by it, because it works for them!

**“Lisa, can I get an actual live demo so I can see for myself?
What about a trial version of the software?”**

The answer is “Yes” and “Yes”. We offer online web demonstrations that are customized to your unique situation, so you can see how **Quantech V6** would fit into your operation and make a difference to your business.

We also have an evaluation copy of the software, which I would be happy to e-mail to you, so you can see for yourself how well-designed and easy to operate **Quantech V6** is for independent auto dealerships.

“When it was time to upgrade our F&I software, we looked at many packages. Quantech stood out because their value was more attractive than their competitors.

Our F&I gross per vehicle has increased greatly since we installed the new software. F&I accounts for over 40% of the profit of our dealership, and Quantech V6 plays a key role in achieving these numbers. Quantech V6 has made a huge contribution and is an integral part of our entire sales success.”

*Another really great feature is that the support and form creation is limitless and is simply included with the monthly subscription, so there is no “per hour” or “per call” fee, **which means no hidden surprises.***

Because the software is so easy to use, anyone can go in if the business manager is unavailable and get the information he/she needs and even complete the deal and print a bill of sale, if necessary.

*Thank you to all the team at Quantech for **a great experience!***

Erik Vande Merwe
Milestone Mazda and Subaru

What Are You Waiting For? Call Me Today!

Call me **Toll-free at 1-877-611-0622** or e-mail me at the address below, and I can schedule you for an **online demo**, send you an **evaluation copy of Quantech V6**, and answer any questions you might have about set-up or pricing for your dealership.

The sooner you call, the sooner you will be up and running and **making more profits on every deal** with the best F&I software solution in Canada!

I look forward to hearing from you real soon!



Lisa Robinson

Director of Business Development
Quantech Software.com Inc.
lisa@quantechsoftware.com
Toll-free 1-877-611-0622

P.S. Remember that we have never before offered a money-back guarantee, so take advantage of it and the \$300 coupon **before February 28, 2006**.

P.P.S. Because we are 100% Canadian owned and operated, Quantech is a local company with knowledge of what works in the Canadian automotive marketplace and that is attentive to your needs as a Canadian auto dealership. **Quantech V6 was built in Canada, for Canadians**, so you can be assured that we are always up-to-date on Canadian regulatory, taxation, and compliance issues, as well as leading Canadian business practices.

*"We have been using Quantech software for five years and **this company has never let us down**. There is always somebody on hand to help us out. Support is always immediate and forms updates are painless and unbelievably fast."*

Bill Burnett