

## **Holman Enterprises Selects MaximTrak as its Exclusive F&I Menu & Reporting Technology Provider**

WAYNE, PA (April 28<sup>th</sup>, 2008) MaximTrak, a leading systems developer and training resource for the retail automotive finance and insurance (F & I) industry, is pleased to announce Holman Enterprises in its growing list of mega-dealer clients. Holman Enterprises has installed MaximTrak in 27 of its dealerships in New Jersey and Florida and has seen significant improvements in its F&I gross profit per vehicle sold across the entire organization.

Bill Cariss, senior vice president of Holman Enterprises, says his company used a variety of manual and automated menu providers before settling on MaximTrak. What set MaximTrak apart from the competition, in Bill's mind, were the system's overall ease-of-use, comprehensive reporting and the F&I training that MaximTrak provides for Holman's finance managers.

Training by Design™ was developed by Maxim to fill an urgent need to help dealers increase their back-end F & I profits with a comprehensive curriculum that covers topics from "The responsibilities of the professional F & I manager" to "Effective needs analysis interviewing and menu selling presentations." MaximTrak's training program indoctrinates students with a core set of skills necessary to be successful in today's marketplace.

MaximTrak supports its technology and training solutions with its proprietary F & I management reporting system that provides dealership owners with complete performance reports by location, by manager, and by product. MaximTrak offers full DMS integration.

"With 27 locations, MaximTrak allows us to compare performance among stores much like having an internal 20 Group," notes Bill. We can see where we need improvement and then tweak the training to get the results we need."

"We are extremely proud of our relationship with Holman Enterprises," says Jim Maxim, Jr., executive vice president of MaximTrak Technologies. "It is a privilege to work with the Holmans and we are sincerely humbled and honored that they have chosen us as their partners. We look forward to serving them and helping them achieve their goals in the areas of the F&I Department.

### **About MaximTrak Technologies**

MaximTrak Technologies is a leading technology provider for the retail automotive finance and insurance industries. With several of the Wards "Top 10 Mega Dealers" on board, MaximTrak has gained national recognition as the customer-focused technology provider of choice and leading F&I Menu System in America. For more information contact Frank Barone at 1.800.282.6308 or visit [www.maximtrak.com](http://www.maximtrak.com)