

SUCCESSFUL IMPLEMENTATION · CONSULTING & DEPLOYMENT

Technology doesn't create profit. Deployment does.

Every rooftop is different. Our consulting arm builds a customized capability inside your dealership or collision center so you actually use every aspect of the Estimatra™ platform — the estimate, the customer conversation, the follow-up, the recon decision, and the trade that comes back.

Choose the level of lift you want: we teach your team, we implement with your team, or we run the customer experience for you and hand over warm, turned-over leads.

3 models Teach · Implement · Outsource	\$187K/mo Average recoverable opportunity per rooftop	3 ROs Typical monthly break-even	90 days Typical payback window
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THREE WAYS TO ENGAGE

For you. With you. Or taught to you.

Same platform, three levels of support. Most stores start where their bandwidth is thinnest and move up or down as the process takes hold.

MODEL 01 · WE TEACH, YOU DEPLOY

Enablement

We train your advisors, estimators, and managers on the workflow, the customer language, and the numbers — then hand your leadership the scorecards to run it.

- Role-based training for service, collision, used car, and F&I
- Scripted customer conversations that convert on the drive
- Digital performance scorecards for your managers
- Best for stores with strong internal accountability

MODEL 02 · WE IMPLEMENT WITH YOU**Embedded advisory**

A dedicated advisor works shoulder-to-shoulder with your team: mapping the process into your daily operation, auditing the numbers, and holding departments accountable until the habit is permanent.

- Process and workflow mapping to your store, not a template
- Monthly 1-on-1 advisor audits and KPI management
- Executive ROI reporting to the dealer principal
- Most common starting point — and the strongest adoption curve

MODEL 03 · WE WORK FOR YOU**Outsourced customer experience**

Hand us the parts of the customer experience your team has no time for. We reach out, warm the customer up, present the verified estimate, and turn the live opportunity over to your store for follow-up and close.

- Proactive outreach on aging inventory, lease returns, and service history
- Verified estimate presented to the customer with photo documentation
- Warm hand-off — your people close, we never own the relationship
- Best for stores short on staff or long on unworked opportunity

THE REAL BARRIER**Adoption, not technology.**

Stores rarely lose cosmetic repair revenue because the estimate was wrong. They lose it because nobody asked, nobody followed up, and nobody owned the number. Implementation is what closes that gap.

- Every vehicle inspected the same way, every time — no advisor-by-advisor variance.
- Opportunity that gets captured also gets presented, quoted, and followed up.
- Managers see who is producing and who needs coaching, weekly.
- Recon decisions and trade appraisals stop being opinions and start being documented.
- Leadership gets one number: revenue captured versus revenue available.

WHAT THE FIRST 90 DAYS LOOK LIKE

A deployment plan, not a login.

01	Opportunity model We size the recoverable revenue already sitting in your service drive, recon line, and trade pipeline — before you buy anything.
02	Custom build Departments, roles, workflows, and reporting configured to how your store actually runs.
03	Launch & training Hands-on training on the devices your team already carries. No hardware, no app-store rollout, no IT project.
04	Accountability cadence Recurring audits, scorecards, and executive reporting so the gain compounds instead of fading.

BEFORE YOU LOOK AT PACKAGES

See the opportunity first. Then choose how much help you want.

We'll model the revenue available on your rooftop and recommend the engagement level that captures the most of it. Contact Estimatra™ at estimatra.com/contact to see the opportunity model.

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