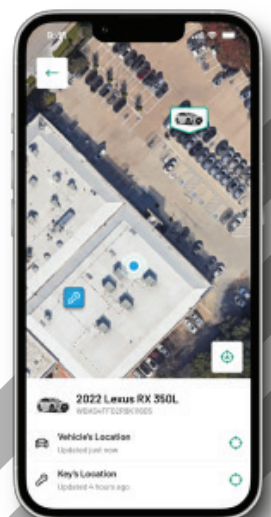
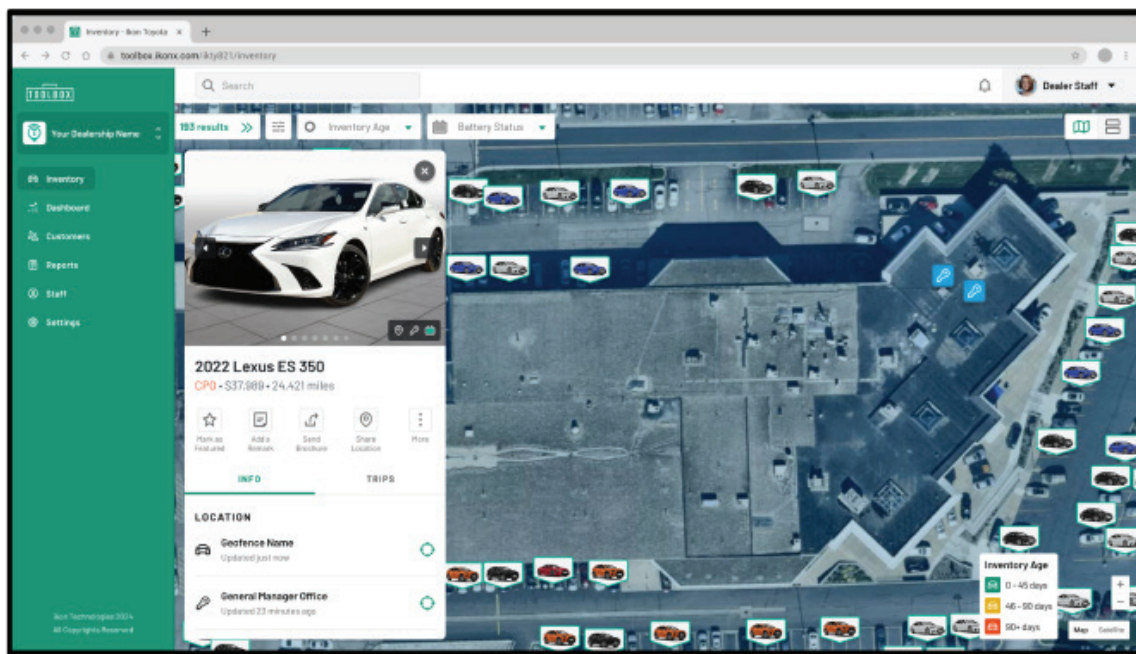


# Maximizing Profitability: How Effective Lot Management Can Drive Success for Franchise Dealers

Ensuring inventory is in the right place at the right time is crucial for any business that sells products. It's especially important in your dealership, where cars can be scattered across multiple locations – and we know you can't afford to turn away a customer because the car they want to test drive is lost on the lot.

Choosing the no-cost lot management solutions from Ikon Technologies allows your dealership to keep track of each vehicle. By maintaining control over your inventory, your team gets to focus on making the sale.

Ikon only makes money when you make a sale. Therefore, you have no initial investment in the time or cost.



# Advanced Car and Key Tracking for Lower Customer Wait Times

Your customers don't want to spend all day buying their new car, especially when they expect to drive home with a car that they can likely find across town at another dealership. So why make them wait?

Ikon's Toolbox app with its easy-to-install Key tracker technology system gives you instant visibility for every car and every key on your lot. This leads to a 45-minute reduction in buyer wait time. Those 45 minutes could be the difference between a high or a low CSI score – or the difference between losing a sale and a walk.

