



November 14, 2005

Reynolds and Reynolds
One Reynolds Way
Dayton, OH 45430

WebMakerX Testimonial

Our dealership has been using WebmakerX for over a year now. What I like best is the ease of customization. We have the flexibility to load our newspaper ads and it has allowed us the ability to incorporate our own in house TV commercials. With multiple franchises it would be very time consuming to update all their information in a timely fashion, but with WebMakerX I am always just a few clicks away from making necessary changes to our site. The tool is advanced enough for our dealerships needs, but is still user-friendly enough for a dealership that may not have the same focus on the web.

We have 14 lead providers, by far our own website is the best source for Internet leads. We close between 20-25% of our website leads. Compared to the 10-12% we close with our other lead providers, our own website has proven to be the most profitable eCommerce investment. Through our website, we receive the most leads that are of a higher quality and we do so for the least amount of money. We consider this to be a very effective way to market to our customers.

We now have more quality leads coming into the dealership using WebMakerX than when we were using Automark. We are selling more cars because we are able to give our customers the information they need faster than ever before.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Meunier". The signature is fluid and cursive, with a large initial 'C'.

Chris Meunier
eCommerce Administrator
The Dorschel Group