

Royal Moore builds, prices and configures vehicles in less than 5 minutes using Chrome Data's Carbook Pro

Royal Moore Auto Center is the leading Toyota/Scion, Nissan/Subaru, Mazda and Buick/GMC dealer in Western Oregon and Southwest Washington. A huge component of its business is auto brokers and fleet customers, but with so many vehicle lines on hand it's impossible for Fleet Manager Lee Christian to instantly recall all the packages and pricing. Yet in his fast-paced business, taking the time to visit a manufacturer site every time he needs an answer could cost him a deal. That's why for the past 9 years, Lee has depended on Chrome Data Solutions Applications, including Carbook Pro, to quickly and easily price and configure any vehicle at any price level.

Instant vehicle expertise

Lee fields calls from auto brokers all day long who need vehicle specifics to share with their clients. With 7 vehicle makes, Lee can't memorize every package. But this is a fast-paced business; spend too much time on one deal and you can lose out on multiple others. He has to deliver correct information in record time. Chrome Data's application turns him into an instant vehicle expert with comprehensive information at his fingertips. "When I get a call, I immediately look up pricing, options and equipment," says Lee. "I use it religiously

because it's always correct and it makes me sound like I know more than I actually do. It makes my job easy."

"The application is so accurate I don't even try to double-check it anymore. I trust it completely."

Lee Christian, Fleet Manager
Royal Moore Auto Center

An efficient process

Brokers call Lee seeking a specific vehicle, but they often don't know the available trim levels. Navigating to a manufacturer site and adding layer upon layer of options is time-consuming and inefficient. Instead, Lee uses the Chrome Data application to build, price and specify a vehicle in less than 5 minutes. "I go into the system, answer a few questions, and it gives me the package. I print that out and send it with the price quote. It's easy and simple, and it only takes me a few minutes so I can be on to the next call." In under 2 minutes, Lee can also place an order. "On the manufacturer sites you have to build it by hand," says Lee. "I don't have time for that. The Chrome Data application makes me very efficient."

Accurate vehicle quotes

Lee's customers demand accurate pricing to take back to their clients. He must compile detailed quotes that include the most timely discounts or additional pricing information. The Chrome Data application is updated daily and is so accurate Lee trusts it with no questions asked. As he says, "The application is so accurate I don't even try to double-check it anymore. I trust it completely."

Carbook Pro has proven its value time and time again to Lee. It's one of the first windows he opens every morning, and it stays open all day long. It turns him into an instant vehicle expert, boosts his efficiency and delivers accuracy he can trust.



ABOUT ROYAL MOORE | www.royalmoore.com

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