

# GEM-CAR<sup>®</sup>



Performance in Simplicity



## Word from the President



### *A brief word from the president*

When I was a student, up until college, I played AAA basketball. We always had a less athletic and less talented team from an individual standpoint. But we found a way to win! We were the division champions almost every year. And, when we went out on the road to New York, we always came back with a winning record. What was our secret? Our team worked hard, worked together and was extremely disciplined. We also had a coach who imposed his style of play on his opponents: he played a very slow and technical game against the stronger teams and a quick and devastating game against the weaker ones. From school to innovation ...

Today, GEM-CAR is the result of the daily combined efforts of a motivated team of specialized repair shop management software developers inspired by the best coaches in the country. In short, GEM-CAR is a comprehensive tool that is easy to use and will grow with your company.

According to Darwin "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change." Globalization and new technologies are radically transforming companies faster than ever. Is your shop equipped to deal with these rapid changes?

Get the tools you need to adapt to your new reality and test drive GEM-CAR.

*Mathieu Brunel*

Mathieu Brunel





***Training is a path to success.***

“In addition to pioneering an annual conference to update our users on GEM-CAR’s many technological advances, we are introducing the first training centre in Canada. Ensuring employees professional development is the best way to motivate the troops and best serve our customers in the long term.”  
Mathieu Brunel, President of V2V Technologies

The aim of the project is to help repair shops implement the software and ensure that it continues to serve new employees and inspire existing teams to exceed expectations.

With several thousand users in Canada and the U.S., the need to create a training centre to augment our existing modes of instruction including online FAQ’s, detailed training guide, instructional videos, online technical assistance and personalized in-shop training has been realized.

“As GEM-CAR designers, we want you to use our software to full advantage. Your success will be reflected throughout your community and will help make your dreams come true. I want to help make it happen.” Mathieu Brunel, President of GEM-CAR



GEM-UNIVERSITY Users register for courses on an E-Learning platform with instructional videos and practical exercises



## Social media

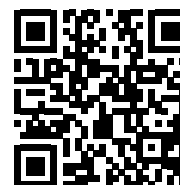
Find out what people are saying about GEM-CAR on:



Facebook

**Ashley Rose, R Rose Automotive & Service**

Starting using GEM-CAR today and have to admit wasn't as painful as I thought the transition would be. Actually really enjoyed it and all the features and tools it offers. Big thanks to JD for coming to my rescue a few times today. And also to François and Laura for the great training before hand and helping to get us to go live. Excited for what the future holds!



**Heather Bonjean, Foothills Fleet Service**

We have been using GEM-CAR for a year now and love the in depth management tools available to us. Kevin King has been our trainer and he has made the transition to a new program seamless. He is extremely knowledgeable, easy to listen and talk to, and always eager to help us.

See more at [www.facebook.com/GEMCARSOFTWARE/](http://www.facebook.com/GEMCARSOFTWARE/)



**Tony Alves, owner, Garage Tony Alves, 4 bays, Carquest**

What a passionate team GEM-CAR have... keep up the great work



**Alan German, RightDrive**

Very simple to use and the customer support has been outstanding

**Spencer MacPherson, Service Advisor, MacPherson's Auto Centre**

Excellent system, easy to use, great customer support.

See more at <http://www.capterra.com/p/82538/GEM-CAR/>

<p><b>Spencer MacPherson</b> Service Advisor MacPherson's Auto Centre Automotive, 1-10 employees Used the software for: 1-2 years</p>	<p>5/5 ★★★★★ Overall</p>	<p>★★★★★ 5/5 Ease of Use ★★★★★ 5/5 Features &amp; Functionality</p>	<p>★★★★★ 5/5 Customer Support ★★★★★ 5/5 Value for Money</p>	<p>Likelihood to Recommend:</p> <p>Not Likely   Extremely Likely</p>
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« This Shop Management software is a gem » CARCARE Magazine

Testimonial



Switching my shop management software was a key component to our success at Eldon Ingram Limited in Stratford. When the doors open on Monday morning and clients walk through the front door, you must have a shop management system that provides an efficient way to manage your business and your client's needs. There are many different operating

systems on the market that allow you to create an invoice, but GEM-CAR gives me the necessary tools to run my business and has the flexibility to let me manage my business my way!

GEM-CAR allows us to measure and manage our business efficiently. It provides us the necessary numbers and information to make changes in how we deal with our clients, technicians and part suppliers.

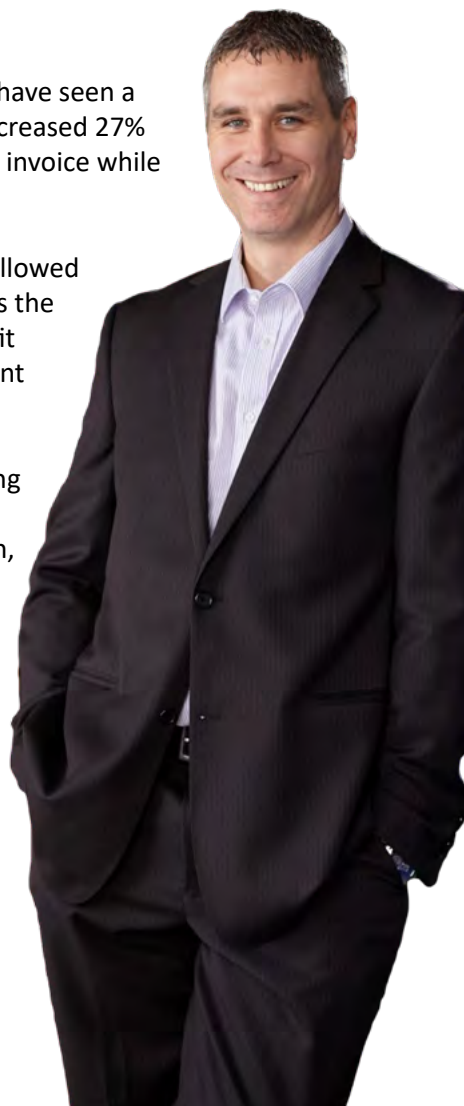
After implementing the tools provided in the GEM-CAR software we have seen a significant increase in gross sales. Our average work order size has increased 27% and our average sold hours per work order has increased 0.3 hrs per invoice while maintaining a 47% parts gross profit.

Having the ability to access and analyze reports on a daily basis has allowed me to make drastic changes with total confidence that directly affects the company's bottom line. The program has helped us increase net profit while maintaining an extremely high level of professionalism and client service.

Understanding what parts to stock, managing parts cores and ordering parts online is a big part of my business and very time consuming. GEM-CAR has exceeded all our expectations with the click of a button, allowing my staff to focus on what matters most, THE CLIENT!

*Rob Ingram*  
Rob Ingram

Third Generation Automotive Repair and Maintenance Facility Owner



**«The punch clock is a simple and complete solution» Sebastien Gourgeon, POINT S Member with a 12 Bay Garage**



## Point of sale

### **Features of POS:**

Rapid customer identification with integration of 411 to download information; rapid vehicle identification with integration of VIN decoder; estimate with color code and visual reference to avoid pricing errors and verify inventory availability; printing of oil change decals; tool for calculating and quickly adjusting profit margin applied to the estimate; integration of ALLDATA; integration of over one hundred online parts and tire distributors; emailing of estimates; verbal authorization in accordance with Consumer Protection Act; management of receivables; text messaging and more

### **Advantages:**

99% of functions are accessible in just one click with the point of sale interface; generates quick estimates and all transactions are instantly displayed at all workstations; improves overall efficiency at the counter in order to build good customer relations and targets individual needs in order to offer superlative customer service

### **Assets:**

Saves management time; eliminates errors; improves customer retention; improves the profitability of each estimate; increases sales per customer.



## Punch Clock



### **Features of the Punch Clock:**

Electronic time sheet with punch (performance measurement and pay); communication system with technical advisors via internal memos; access to history without prices; management of accessories/ car options (reinitialization procedure, wheel locks); access to different repair guides; addition of shop parts/materials by technicians using a bar code reader directly integrated in the punch clock.

### **Advantages:**

Simplifies management of parts: technicians scan the parts to be added to the work order; eliminates comings and goings between advisors and technicians through the use of internal memos; transforms the management philosophy: technicians are encouraged to help find ways of filling the bays by checking their agenda (empty or full), having access to their customer's history and preventive maintenance record; facilitates the compilation of performance statistics; promotes technicians' autonomy.

### **Assets:**

Increases sales of shop material from 30% to 70%; increases average billable time from 10 to 15 minutes per work order, which generally represents \$3000 to \$5000 in labor sales per technician per year.





## Electronic agenda

### **Management features of the agenda:**

Color-coded appointment status (indicates if customer is waiting, leaving their car, need courtesy car, etc.); work progress status with visual reference; management of bays/technicians; appointment confirmation by SMS or e-mail; time block for meals; additional blocks for holiday planning; appointment search and rescheduling; follow-up with customers whose appointments have not been confirmed.

### **Advantages:**

Provides real-time scheduling adjustments for advisors and technicians; minimizes missed appointments; allows suitable schedule planning for technicians; ensures timely vehicle delivery.

### **Assets:**

Maximizes planned work time to increase time charged; improves customer retention as a result of timely delivery; minimizes internal stress related to poor planning.





**Invoice History Features:**

Search based on multiple criteria and posting of purchase order; cost per mile report for all vehicles; reprinting of invoice; management of warranties; detailed report investment in on the vehicle with each work order; use of previous invoice when drawing up a new estimate for a new customer.

**Advantages:**

Prints fleet management reports in just one click.

**Assets:**

Increases sales by using cost per mile reports to justify costly work to a customer; fills the shop during slowdowns by bringing in commercial fleets.





## Work order

### **Features of the work order:**

Work order with legal disclaimer, VIN, vehicle accessories: wheel locks and note; work order model adapted for each sector (automobile technicians, trucks, tires); electronic signature option; archiving of all vehicle information; reservation of parts in stock; manual punching system or with integrated electronic time clock; printing of parts with codes.

### **Advantages:**

Optimizes time to issue work orders: one click; eliminates search time for basic information; improves communication; provides printout of inspection sheets according to type of work (GEM-WORK).

### **Assets:**

Provides appropriate legal protection in the event of a lawsuit or government audit; allows for accurate billing for parts and labour which results in an increase in sales from \$2000 to \$4000 per technician per year.





### System Features of GEM-WORK & GEM-CHECK:

Work system based on inspections, digital (GEM-CHECK) or paper (GEM-WORK), developed by the top automotive specialists, and illustrated in color.

### Advantages:

Makes it possible to identify items requiring follow-up or repair; ensures consistency in terms of verifications and repairs and provides customers with a better understanding of the work, while allowing them to budget for upcoming expenses.

### Assets:

Provides a sales/marketing support tool that complements the reminder system, ensuring that the shop is never short of work.



Autocamping: “Our system of choice”



## GEM-TEXT: SMS text messaging

### **Characteristics of text messages (SMS):**

Communication module with customers via reminder letters; communication via e-mail and SMS text messaging; announcement of promotions based on e-mail search criteria with enclosed documents; management of ad campaigns with sales statistics; printing of labels (\$10/month for 200 SMS messages). SMS is useful for confirming appointments, notifying customers that their vehicle is ready or requesting a call back to verify information.

### **Advantages:**

**Provides a two way communication tool** for targeting specific needs based on specific search criteria to maximize ad campaign returns; makes it possible to send personalized SMS messages; 99% of SMS messages are read, while the conversion rate for e-mail is below 10%.

### **Assets:**

Provides a quick means of communication with customers and other parties involved.



We provide you the tools to communicate with the next generation. Two way communication.

# Preventive maintenance



## **Features of Preventive maintenance management**

Personalized maintenance management of equipment/vehicles; printing of the photo on the detailed maintenance planning report; ideal for companies that are subject to ISO standards.

### **Advantages:**

The preventive maintenance report issued with the bill helps generate business and provides customer reassurance; simplifies the preventive maintenance process.

### **Assets:**

Ensures worry-free manufacturers' warranty management and makes it possible to sell appointments during slowdowns.



Download the GEM-MOBILE app to your smart phone



## Inventory

### **Inventory Management Features:**

Multiple sites; minimums and maximums; alternate parts; parts codes from various suppliers; management of codes for product lines and categories; management of nine selling price levels; inventory value report with transactions; bundle of discounts per customer; price matrix based on cost range per category/parts line codes; inventory value report at a given date; kit management, etc.

### **Advantages:**

Eliminates inventory losses: lost or unbilled items; reduces inventory by using replacement parts or parts under different distributors.

### **Assets:**

Ensures inventory turnover three to seven times a year and reduces the financial resources needed to cover inventory.





### Tire management Features:

GEM-CAR is integrated with all major tire distributor websites. Have access to all tire brand price lists with custom price matrix, including 10 levels of selling price. Easily manage tire disposal fees. Option to display picture of tires on estimate/invoice.

### Reports:

Review sales reports by tire size to plan your purchasing. Demographic sales report. Tire storage report with tire wear.

Also manage tire storage: printing labels for storage, print list of appointments with storage.

Easy search for quick estimate including linked services like alignment, road hazard warranty, seasonal inspections, discount coupon.

STO #	CITY	P.O.#	ESTIMATE #	DATE		
123456	BURLINGTON	654321	914	August 04 2017		
QTY	PART NO	DESCRIPTION	UNIT \$	%	PARTS	LABOR
1	9632	TIRE INSTALLATION PACKAGE WITH STANDARD WHEELS	2559.52			2559.52
1	5002	TIRE INSTALLATION AND BALANCING				
1	6906	TIRE VALVE				
1	8886T	WHEEL MOUNT				
1	2095	LM 02 - 18V BW				
	FM9R	TWBS SENSOR PROCED M & RELEARN				
	ALLV	VERIFY ALIGNMENT				
		***** \$129.55 = applicable fees*****				
1	9632	TIRE INSTALLATION PACKAGE WITH STANDARD WHEELS	2401.55			2401.55
1	5002	TIRE INSTALLATION AND BALANCING				
1	6906	TIRE VALVE				
1	8886T	WHEEL MOUNT				
1	6050	Flare P-18 Pad of serv 130V				
	FM9R	TWBS SENSOR PROCED M & RELEARN				
	ALLV	VERIFY ALIGNMENT				
		***** \$129.55 = applicable fees*****				





## Purchases and suppliers

### **Features of the procurement and suppliers:**

Management of automated purchase orders for suggested purchases; printing of cheques with payment by various banks; list of unused products; report of visits according to type of vehicle; integration of over 100 distributors of parts and tires; management of returns and cores; new parts and warranties; selling price adjustment option based on change in cost price; management of payables.

### **Advantages:**

Decreases inventory by establishing minimums and maximums based on reports of visits according to make and model; eliminates inventory shortages and poor inventory turnover; allows for management of returns and their credit; reduces order errors by using the VIN recorded on the vehicle data sheet.

### **Assets:**

Lowers inventory costs; minimizes non-billable production stoppages due to inventory shortages and increases the company's liquidity: credit management and decrease in inventory.







### Features of Reports and Statistics:

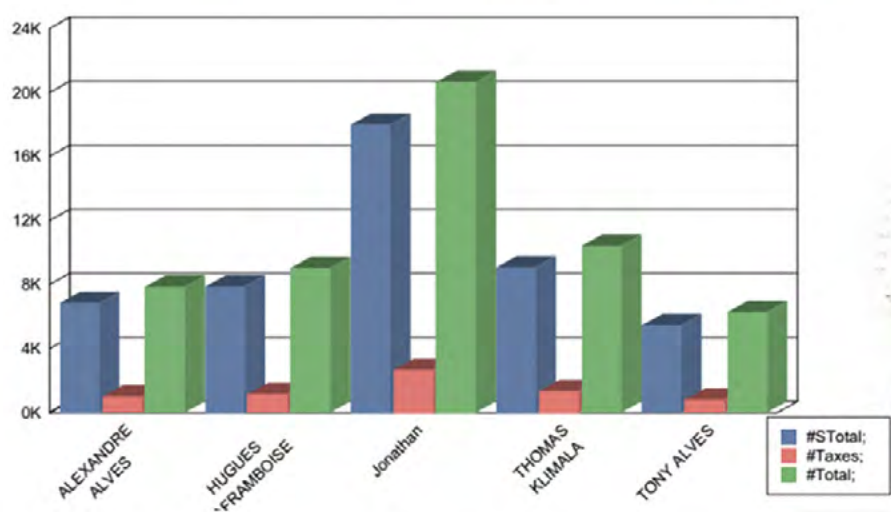
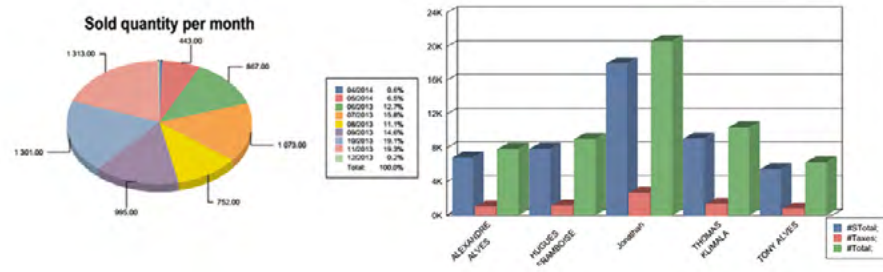
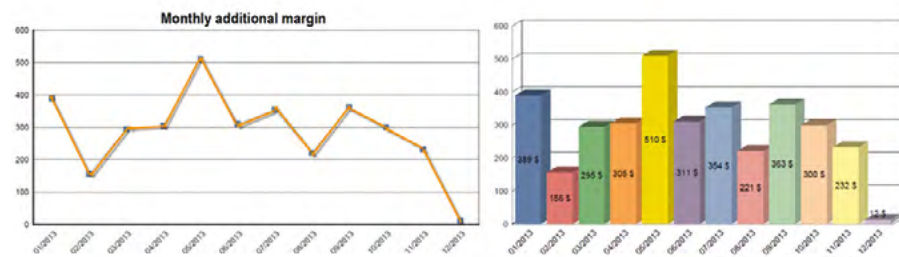
Over 100 reports presented with summary, color graphics: technicians' performance, detailed reports on sales, purchases, inventory, tire storage, follow-up letters, statements of accounts, statements of earnings.

### Advantages:

Provides an analysis of all facets of the company in just one click.

### Assets:

Ensures that the right decisions are made at the right time based on facts.



ACDelco: "The best shop management tool you'll ever buy!"



## Management of Vehicle Glass Repair

**Features of management of Glass Repair:**

Management of claims with billing to the insurer; management of deductibles; insurance claims form; printing of bills in accordance with insurers specifications along with drawings of broken glass on bill; integration of online glass distributor sites.

**Advantages:**

Printing of bills in accordance with insurers requirements for rapid payment; search of repair history with note specifying the location of the break.

**Assets:**

Provides the shop with an additional source of revenue without a fixed infrastructure.



## Electronic signature block



### **Characteristics of the electronic signature block:**

Implementation of an electronic pad for signing legal documents: estimated work order, goods receipt, verbal approval, lease and invoice. The signature is saved in GEM-CAR for a single use which is approved by the client or, the advisor.

### **Advantages:**

Eliminates paper copies and reduces archive access time. To keep within the legal aspect in a prosecution. Allows you to reprint a document with the signature. gives an impression of a well organized and innovative business in the eyes of the customer. Ideal for shops that want to promote the environment or are members of a group such as «Green Key».

### **Assets:**

Maximize the chances of winning in a prosecution. Reduce paper costs annually by \$ 300 to \$ 800





## Used car sales

***Characteristics of the used vehicle module:***

Creation of inventory numbers; vehicle fleet inventory with purchase date and value; history of work done transferred from one customer to another; creation of work orders to upgrade the vehicle for purposes of resale and provide related costs; notes regarding warranties; glass repair sheet; sales contract appendix; addition of photo; management of related documents; management of deposits and exchanges.

***Advantages:***

Allows the shop owner to use slowdowns to repair and maintain vehicles for sale; provides an additional source of revenue.

***Assets:***

Builds a new clientele that will remain loyal in terms of mechanical maintenance services.





**Features of Courtesy car and Tool Rental Module:**

Car and equipment leasing contract by duration and/or distance and/or package with different views of the car in order to identify damage/scratches; leasing history, repair history.

**Advantages:**

Creates a professional and organized image of the rental industry, while ensuring the possibility of changing options in accordance with the contract; frees up space in the waiting area and provides the shop owner with a more flexible schedule.

**Assets:**

Offers legal protection in the event of an incident and allows the department to go from generating costs to generating profits.



CARCARE magazine: “A gem of a software program!”



## GEM-FLEET

### **Features of GEM-FLEET:**

Management of replacement parts or parts with distributor's code; truck data sheet (transmission, differential, engine, pump); survey per vehicle; truck work orders; Government inspection (truck, trailer, bus); management of drivers with licenses coming up for renewal; management of mandatory purchase orders prior to billing or opening a work order; management of Element national account claims; corporate discounts by category; all other characteristics of additional modules.

### **Advantages:**

Reduces fleet operating costs per kilometre; decreases inventory; improves management of shop work planning.

### **Assets:**

Eases traffic in the shop in order to maximize efficiency.



# Production management



## **Features of the production management module:**

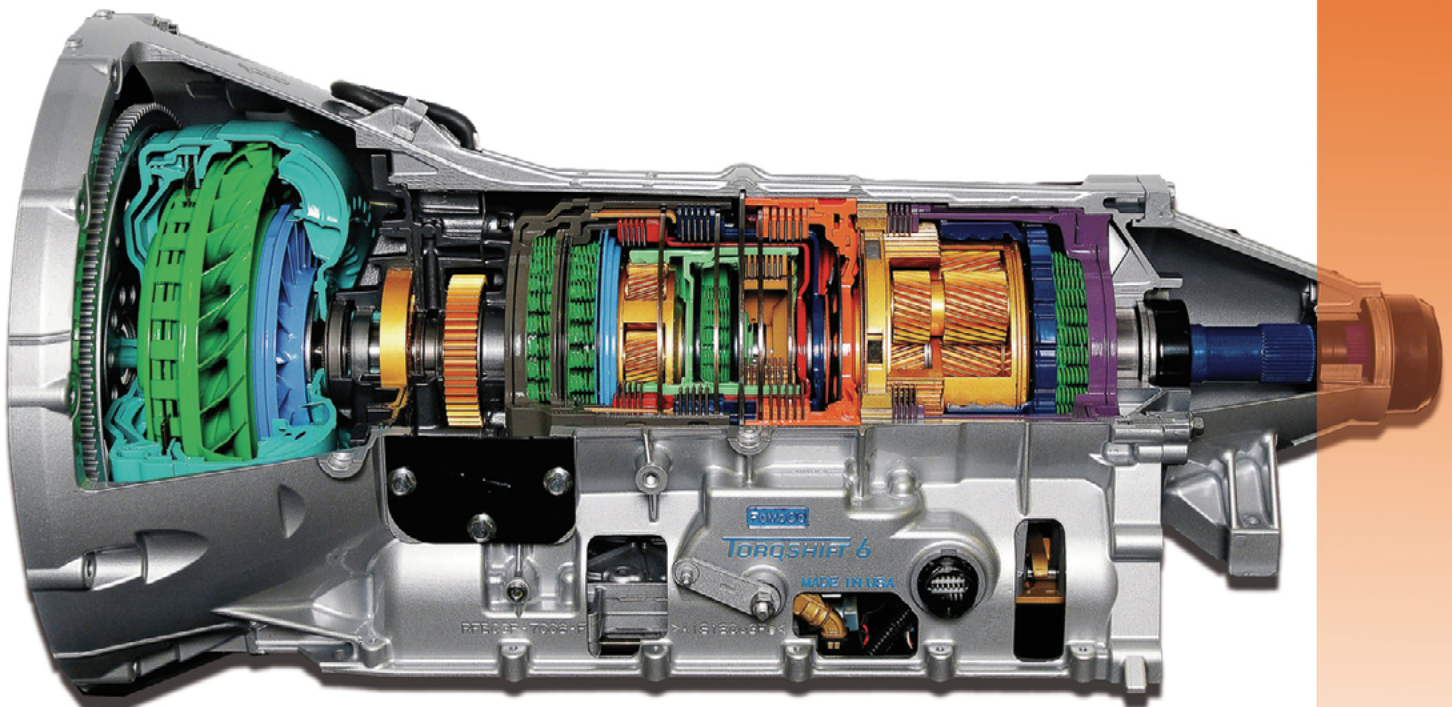
Creation of a production order for an assembled product with a unique serial number (e.g. transmission, pump); allows technicians to record their name on the work order and to add items by scanning; creation of subsets; reservation of material and financial analysis of ongoing work; overall management in real time using the electronic time clock.

## **Advantages:**

Makes it possible to monitor inventories and ongoing work, and to establish the cost price.

## **Assets:**

Controls the manufacturing process in order to ensure the profitability of assembly production.





## Analyze your shop

### What about your shop?

Before setting goals, it is important to know where we stand compared to our shop potential. Then we can set attainable goals. Fill out the questionnaire below to calculate some key performance indicators.

KPI (key performance indicators)	Your shop	Potential	Your goal
Number of invoices per year			
Labor sold (\$) per year			
Parts sold (\$) per year			
Parts to labor ratio			
Average hours sold per invoice			
Average invoice (\$)			
Effective labor rate			
Average parts gross margin			

Shop owners, or managers, should keep an eye on these key indicators. With GEM-CAR, You can find all this information in one easy report.

See your shop potential and set your goals with Kelly the coach on page 28.

### Shop Management self assesment

On a scale of 1 to 5, 1 being weak and 5 excellent, score how you feel your shop manages these different areas.

Areas	Score
How your customer would rate their experience with your shop	
How you manage proposed and deferred work	
Offering and selling preventive maintenance	
Production labor time management	
Marketing and social media	

**Contact one of our consultants to discuss your score results and objectives.  
They have a solution to make it through that last mile and achieve your goals.  
1-866-848-8282 or [sales@gem-car.com](mailto:sales@gem-car.com)**

**Burlington, VT 802-923-3363**

**New York, NY 929-322-0094**





***Find out how HOT ROD Processing is saving GEM-CAR Customers 10-25% on their credit card processing fees!***

Credit Card Processing Program Benefits Include:

- Guaranteed Savings
- No Rate Increases by HotRod Processing
- Fully integrated with GEM-CAR
- Online Reporting
- First terminal included
- 24/7 Customer Service & Technical Support



**“The Credit Card Processor for the Automotive Service Industry”**

HotRod Processing • 946 Linden Street, Bethlehem, PA 18018 USA • Phone: 1-610-882-1200

GEM-CAR Is frequently referenced in SSGM magazine  
( Service Station & Garage Management )



Come and meet our team



## ***Come meet our awesome team!***

The GEM-CAR team participate in many events across North America, and beyond. We are always happy to meet with people from the industry.

The GEM-CAR team is excited to show you our solution. We encourage you to preregister for your own personal demo. Schedule your appointment in advance of the show.

We attend all the trade shows that we are aware of (and invited). Please consider asking your supplier to invite us to your local events.

See worldwide events: [www.gem-car-events.com](http://www.gem-car-events.com)



***NORTHEAST***

**automechanika**

**LORDCO**  
AUTO PARTS

## Implementation process & support



Because we know that changing software is not easy, we are offering tools and services to help you minimize the impact of the implementation on your business.

- **Installation** of software afterhours if needed, yes we are open **24/7**
  - » One on one training with one of our professional experts
    - each new customer has a dedicated trainer
    - On average our trainers have more than 30 years working in the automotive industry
  
- **Data conversion** from over 50 Dos, UNIX and windows based software
  - » Yes we do it twice : once for training & validation,
  - » And the second time just before you go live,
  - » Find out if we can transfer your history
    - [www.gem-car.com/SMS-data-conversion](http://www.gem-car.com/SMS-data-conversion)
  
- **Unlimited support 24/7** Normal support hours from 8 am to 5 pm ET
  - » Free complementary support **24/7** for 1 year
  
- **Frequently Asked Question** with quick search based on over 300 FAQ
  
- **Frequently Asked Question** arranged by module
  
- **GEMINAR** : Live webinar to learn advanced module
  - Yearly GEM-CAR Convention
  
- **GEM-UNIVERSITY** : online training video  
and more





## Additional products

### **Promotional key tag with color logo and bar code**

- Advertising: the customer becomes an ambassador for your business
- Opening the estimate by scanning the bar code of the key tag.



### **Zebra 2 " for custom labels for oil changes**

- 2x2 label easy to remove
- Customization of models: glass treatment, oil change, next appointment
- Labels do not fade in the sun



### **Zebra 4 " for your tire / vehicle storage tags**

- 4x4 label with very powerful glue,
- Tear resistant material
- Prints with wax: no ink, therefore does not smear when wet.

### **DYMO**

#### **for labels to identify your keys**

Always know the correct keys for each vehicle.

- Information: WO #, customer, phone, vehicle: make, model, color, plate.

#### **for product labels with bar code**

- Identify your products with a bar code label
- Information: Part number, barcode, description, price (optional)



### **Cash drawer**

- Automatic opening drawer

### **Cash Receipt Printer**

- Reduces cost vs printing full invoices,
- Printing invoices on thermal printers,
- Printing 1-2 colors black & red,
- Paper has 2 copies, white and yellow.



All accessories can be ordered on [www.GEM-ESHOP.com](http://www.GEM-ESHOP.com)



**AUTHORIZED DISTRIBUTOR**



## Running a highly successful repair shop is far too tough to do all on your own.

Some repair shops consistently do \$38,000 - \$42,000 per technician, per month, in total sales. Other shops do \$21,000 - \$25,000. These shops are often in the same city/town and their average labor rate is \$100 per hour.

What's the difference? It's not location. It's not the types of vehicles they work on. Sadly the average shop only sees 55% of it's true potential. The difference in these shops is simple. It's management skills!

### *Most highly successful shop owners have 2 things in common:*

1. They know and understand their numbers. There is a huge different between watching the bank account balance and understanding the numbers. They know Where they are. They know Where they should be. And they know How to get there.
2. They are members of an automotive management group, sharing ideas and best practices with other shop owners.

**Contact us today  
to calculate your numbers  
1-866-848-8282**

**And**



**scan for a free demo  
www.gem-car.com**

<b>Technician's Earning Potential</b>			
<b>Technician</b>	<b>Average</b>	<b>Above Average</b>	<b>Awesome</b>
Available Hours	168	168	168
Productivity	60%	75%	90%
Effeciency	100%	112%	125%
Hours Produced	100.8	141.12	189
Labor Rate	\$80.00	\$80.00	\$80.00
Labor Potential	\$8 064.00	\$11 289.60	\$15 120.00
Parts Purchased Potential	\$7 660.80	\$10 725.12	\$14 364.00
Parts / Extras	\$8 064.00	\$11 289.60	\$15 120.00
Total Performance	\$16 128.00	\$22 579.20	\$30 240.00
Difference Between each technician		\$6 451.20	\$7 660.80
Difference between average and awesome			\$14 112.00



Products offered

V2V Technologies Products	GEM-CAR Cars, fire centers	GEM-FLEET Truck centers and fleet management	GEM-BIKE Motorcycles	GEM-EQUIP Industrial equipment, preventive maintenance, ISO standards	GEM-PRODUCTION Trailers, transmissions
Point of sale: estimate and bill	X	X	X	X	X
Electronic agenda	X	X	X	X	X
Electronic time clock	X	X	X	X	X
Work order	X	X	X	X	
GEM-WORK: inspection sheet	X	X			
Management of inventory and purchases	X	X	X	X	X
Accounting: payables and receivables	X	X	X	X	X
Courtesy car/equipment leasing	X	X	X	X	X
Vehicle sales	X	X	X		
Truck and trailer management		X			
Production: Assembly management				X	X
GEM-MECHANIC	X				
Electronic signature pad	O	O	O	O	O
Integration of accounting system	O	O	O	O	O
GEM-GLASS	O	O	O		
GEM-COM: SMS and e-mail	O	O	O	O	O

X: Included, O: add-on with additional monthly fee

We transfer the history of more than 50 software providers to GEM-CAR; Inquire about what we can do with yours.



30 days to cancel!



## SEE A DEMO!

Meet one of our representatives and get a  
free barcode reader...

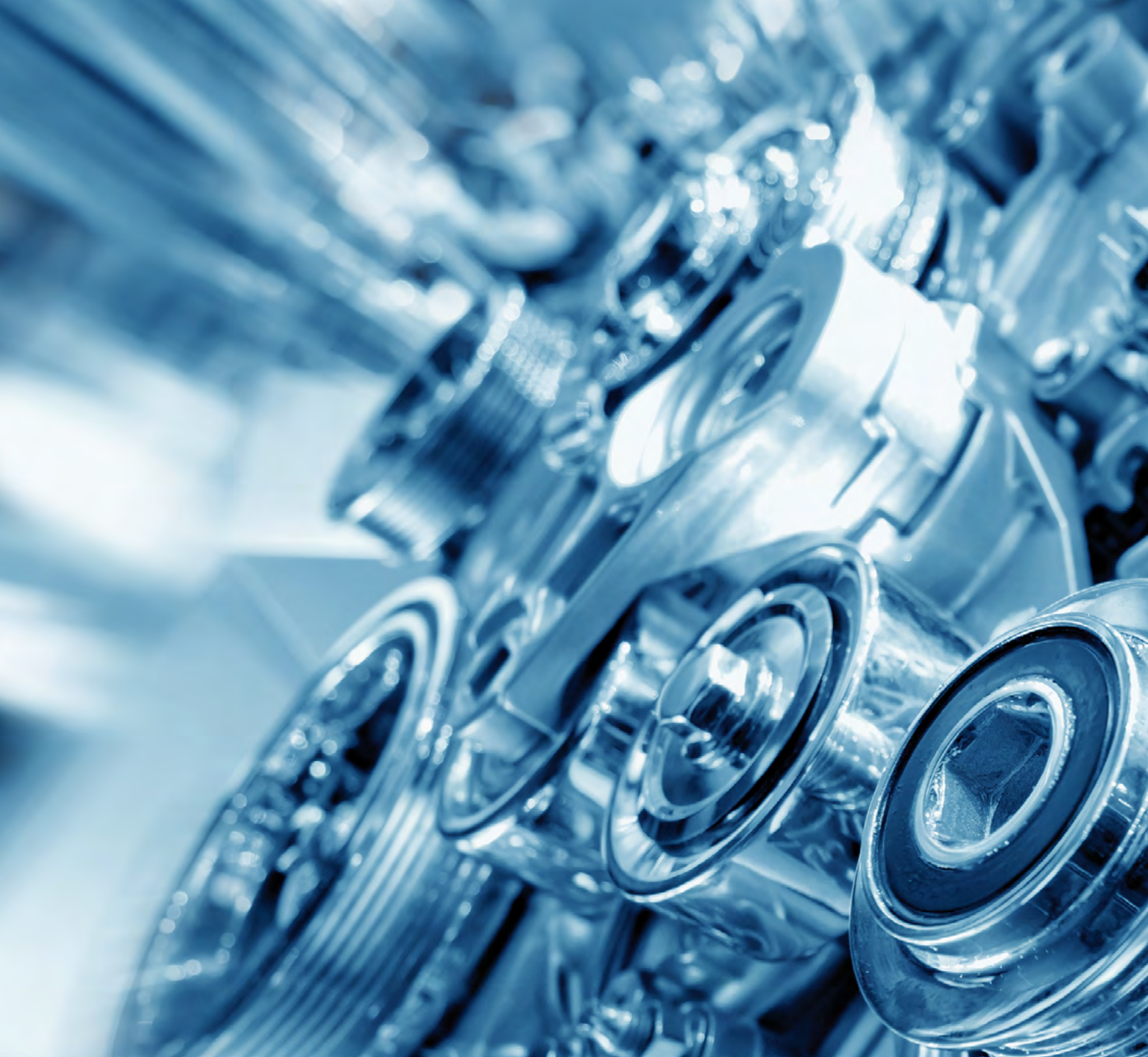
**PROMO CODE: GEM-GIFT**  
No purchase necessary!



**CALL US TODAY!**

**1-866-848-8282**

Every month, one of our customers is featured in an  
automotive publication.



**GEM-CAR<sup>®</sup>**

1.866.848.8282

[www.GEM-CAR.com](http://www.GEM-CAR.com)

