

Podcast Series: "The Scoop on Colorado ERT With Cindy V"

How ERT Saves Colorado Dealership Time & Money

Host: Cindy Vieyra, Colorado Registration & Title Trainer



Episode 3 / Key Takeaways

1 Manually Audit Deal Jackets

Tina Cruise handles registration & title at Greenwood Automotive. Her title audits involve searching for discrepancies, correcting errors, and printing final copies for the deal jacket. This can take her 25 minutes per deal jacket.

2 Pay Taxes And Fees by Check

Tina enters the amounts owed to the County Clerk into her DMS system by hand. She then takes the checks to her signer. It can take up to 4 days for signed checks to come back to her.

3 Mail Paperwork to The DMV

To get everything to the DMV, Tina must attach checks to the title work, enter shipping info for each deal into her DMS, print labels, package the title work, and mail it through UPS or USPS.

4 Combined, This Process Can Take Up to 20 Days

There's a lot of steps and points where things could go wrong in Tina's current process.

Manually handling registration & title:

- Costs postage, paper, and other supplies
- Requires physical trips to the DMV
- Increases the chance for delays and errors

5 With ERT, Prepare Transactions for the DMV in Under 4 Minutes¹

Handling registration & title electronically is less work, less costly, and less time-consuming.

ERT lets dealerships:

- Submit forms to the DMV online in a single click
- Pay fees instantly via ACH

- Eliminate postage costs and trips to the DMV
- Boost customer satisfaction with plates sent directly to their door

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¹ Based on Dealertrack User Timing report through Google Analytics 1/1/21 to 12/31/21.