**FOR IMMEDIATE RELEASE**

**Dominion Dealer Solutions Launches Dominion Recon for Vehicle Inventory Reconditioning**

**Norfolk, VA – March 9, 2016** –Dominion Dealer Solutions, industry leader in automotive inventory management, responsive websites and equity mining, has launched [Dominion Recon](http://www.drivedominion.com/inventory/vehicle-reconditioning/), a process-based, results-driven software solution that effectively tracks and manages the used car reconditioning process for automotive dealers. Dominion Recon is available to automotive dealers as part of Dominion’s Inventory Manager.

Dominion Recon provides transparency and alerts to all dealership users in order to identify bottlenecks and create an efficient reconditioning process. Dealers using Dominion Recon see a reduction in time to market and greater accountability and tracking in getting used vehicles ready for sale. Through the inclusion of Dominion Recon, dealers can alert and deploy necessary resources, and hold dealership departments and service providers accountable for any time-to-market delays.

“Dealers clearly understand the impact the reconditioning process has on dealerships’ financial performance”, noted Todd Price, national operations manager for inventory at Dominion Dealer Solutions. “Tools such as Dominion Recon provide the transparency and automation needed to effectively manage this.”

Participating dealers can now streamline the entire reconditioning process with mobile access to Dominion Recon. Configured to each individual dealership’s process, this reduces the number of days a vehicle spends in reconditioning, thus driving additional inventory turns and ROI for the dealership. With the [results-driven software](http://www.drivedominion.com/inventory/), each department is alerted as the vehicle moves to the next stage of the reconditioning process. Dominion Recon contains executive, manager and operational alerts, automated reporting and dashboards, and dealer-defined workflows.

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**About Dominion Dealer Solutions**

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion's Progressive Retail Solutions include customer relationship (CRM) and dealer management systems (DMS) with actionable intelligence from the Microsoft Dynamics platform.  Dominion’s Progressive Retail Solutions also feature lead management and equity mining technology, inventory management analytics, social media marketing and reputation management solutions.  Dealers nationwide purchase custom lead generation and digital marketing tools from Dominion including: responsive design websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. OEMs and auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. Dominion Dealer Solutions is redefining automotive retail by delivering first-class customer experiences for local car buyers. For more information, visit our [website](http://www.drivedominion.com/), like us on [Facebook](http://www.facebook.com/dominiondealersolutions), [Pinterest](http://www.pinterest.com/dominionds) or [YouTube](http://www.youtube.com/dominiondealer), or follow us on [Twitter](http://www.twitter.com/dominiondealer).

**About Dominion Enterprises**

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, parenting, and travel industries. The company’s businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, customer relationship management, website design and hosting, and data management services.  The company has more than 45 market-leading websites reaching more than 20 million unique visitors monthly.  More than 77 million For Rent®, and HotelCoupons.com® publications are distributed nationwide each year.  Headquartered in Norfolk, Virginia, the company has 3,300 employees in more than 145 offices in the United States, Canada, England, Spain and Italy. For more information, visit [DominionEnterprises.com](http://www.dominionenterprises.com/).

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