

## **Computer Software**

### **ASA Tire Systems:**

**Dave Vogel (603) 889-8700**

- Complete Software for the Automotive & Tire Business at a 10% Discount

## **Advocasy Credit Card Fees**

### **Merchant Advocate:**

**Don Giordano (973) 897-2778**

Save money on your credit card fees without switching processors. The credit card industry is unregulated and lacks transparency; we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.

## **Employee Supplemental Benefits**

### **Colonial Life & Accident Insurance**

**Company – Jeff Mishol (781)799-4598**

Voluntary supplemental benefits are customized for NETSA members, making it easy for employees to qualify. Plans available include disability, accident, critical illness, hospital confinement, and life insurance. Employees purchase the benefits they desire through the convenience of payroll deduction.



## **Oil Products**

### **Brenntag Lubricants**

**Jim Rogers (860) 250-2076**

- Valvoline Quality Products – Motor Oils, Trans Fluids, Grease, Oil & Air Filters, Fuel Injector Cleaners, Antifreeze, & Wiper Blades, all earning Rewards Points/Money
- Free Valvoline POS Imaging & Training
- VPS Equipment & Marketing Program

## **Lease to Own**

### **Progressive Leasing:**

**Aric Wredberg (267) 372-9270**

- Providing virtual lease-to-own for customers since 1999
- Best-in-class customer support
- Customers could pay off early with 90-day purchase options

## **Web Site**

### **Net Driven:**

**sales@netdriven.com (877) 860-2005 x298**

**http://www.netdriven.com**

Net Driven provides Industry-leading solutions to drive your business. They will build, host, & update your site at much reduced NETSA Member rates. View our NETSA website at [www.netsa.org](http://www.netsa.org), built and hosted by Net Driven.

### **TireTutor:**

**Jimmy Gogan – (781) 205-9148**

TireTutor is an all-in-one platform providing software and tools to digitize and streamline your business. A suite of products including POS, tire ordering, e-commerce, leads, local SEO listings, B2B tires, reviews and marketing with a discounted NETSA rate.

## **Social Media & Digital Marketing**

### **Optimize Digital Marketing/Optimize Social Media:**

**Doug Robison (651) 410-1416**

Industry-leading Digital Marketing solutions that improve results & online reputation for businesses of all sizes. Our team of experts can help your business manage & maintain all of today's top platforms including, Facebook, Twitter/X, Instagram, Google My Business, YouTube, and Yelp, as well as provide services for website design, photo/video production, business-to-business advertising, Pay-Per-Click advertising and more!

## **Tire Industry Market Facts -**

### **GfK Benchmarking:**

**Neil Portnoy (212) 884-9269**

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying so you can make informed inventory decisions.

## **Insurance Coverage –**

### **Affiliated Insurance Agency:**

**TIA/Allstate**

**Phil Muller (516) 576-0166**

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- Employee Benefits

## **NEW BENEFITS PROVIDERS**

### **Customer Re-engagement Program**

**Tread Partners – Matthew Peters – 302-266-9518**

**mpeters@treadpartners.com**

Frustrated with low car counts? We work with tire dealers to drastically improve the results from their websites, including acquiring more calls, more shopping for tires, and, of course, more sales.

Customer Re-engagement Program: ReTread delivers a 10X guarantee or your money back.

### **Craft Your Financial Road Map to Success**

**Champlin & Associates**

**Peter Owh 585- 899-1226**

Exclusive 20% Discount for NETSA members and their families. Whether you need assistance with your estate plan or wish to explore strategies for enhancing the value of your business, we excel in helping successful business owners. Our expertise lies in crafting distinctive approaches to minimize taxes, boost income and create a lasting legacy. Embrace an open mindset and take control of your financial journey today!