

# Navigating Trailer Sales

## How FW Trailers Improved Processes



### Before WebbRes

FW Trailers, located in Reno, Nevada, is a trailer dealership that had previously used Trailer Central for its dealer management system (DMS) solution. However, the system had several issues, such as being error-prone, taking unnecessary steps to complete common tasks, and a clunky user interface. Trailer Central eventually stopped offering its DMS solution and only provided front-end website functionality. FW Trailers decided to look for a new DMS and found WebbRes through the North American Trailer Dealers Association (NATDA) website.

### The Solution

Tamme and Dave Atherton, the owners of FW Trailers, reached out to Britton Webb, the founder and CEO of WebbRes, who answered all their questions and provided a product demo. FW Trailers purchased the WebbRes DMS Sales and Service Operations modules, as well as the website integration. WebbRes was able to implement the purchased modules for FW Trailers in just two days after the previous vendor exported their data for the migration.

### How It's Going With WebbRes

Tamme Atherton is impressed with WebbRes DMS and remarked that it flows together in a logical business way. She appreciates the ability to see inventory move to sales orders, conduct searching, and apply filters. The new experience is a significant improvement from the previous solution. The WebbRes team also implemented functionality to search by stock number (last five numbers of VIN), which FW Trailers staff had requested.

Currently, four staff members at FW Trailers use WebbRes, and the system costs slightly more than the previous solution. However, the time saved more than makes up for the cost difference. Tamme also noted that WebbRes "exponentially solved a lot of our everyday tasks with time management, inventory, and streamlined the use of the website." By switching to WebbRes, FW Trailers was able to improve business efficiency.

WebbRes provides a comprehensive software system that integrates sales, rentals, and service operations into one easy-to-use platform. WebbRes affords dealerships to significantly cut down on manual and repetitive processes. WebbRes eliminates the hassle of switching between platforms and saves dealerships administrative overhead, provides operational insights, and creates a faster customer experience.