

Maximizing Profits: Retail Warranty Reimbursement Strategies That Work



Presented By:

Melissa Sylvester, Armatus Dealer Uplift, NHADA Bronze Partner

Session Description:

This panel session explores how dealerships can unlock hidden profit within the retail warranty reimbursement space by leveraging a deeper understanding of automotive manufacturer behavior and state-specific legislation. Attendees will gain practical strategies to identify missed opportunities, navigate regulatory nuances, and optimize reimbursement rates. Through real-world examples and proven best practices, the session will equip leaders with actionable insights to drive measurable financial impact while remaining fully compliant.

Who Should Attend:

This session is ideal for anyone focused on increasing fixed operations profitability, including Dealer Principals, General Managers, Fixed Operations Directors, and Parts and Service Managers.

