

### **5.1.2014 – Reynolds' Ed Pontis on Choosing a CRM Tool That Delivers Results**

The May issue of *Car Biz Today* magazine carries an article authored by Ed Pontis, director of Product Planning for Variable Operations at Reynolds. In the article, Pontis offers advice to dealers on how to choose a customer relationship management (CRM) tool that delivers the best results for their business.

*Car Biz Today* is a monthly publication aimed at car dealers. This article, "As Industry Trends Shift Is Your CRM Capable of Delivering the Best Results?," appeared in print and in the e-edition of the magazine. [Click here](#) to view the article on p. 23.