

deskit™

Unified Digital Retailing & Desking Platform



deskit™ by Reynolds and Reynolds is a fully integrated digital retailing and desking solution designed to streamline the negotiation and deal phase. There should only be one deal - from your website, to desking, to F&I, then to accounting. Rates, residuals, rebates, incentives, taxes, and fees should be identical no matter where the customer is seeing a payment. deskit allows you to negotiate with confidence and present multiple scenarios that are all accurate using a single deal.

Key Features

National & Dealership Digital Retailing Integration

- > Embedded on GM Brand Sites via Build & Price (BYO) tool.
- > Fully integrated into your dealership website — SRPs, VDPs, and DR pages.

Single Deal Workflow

- > One deal from online to desking to F&I and accounting.
- > No re-keying. No discrepancies. Just penny-perfect payments.

Flexible Payment Scenarios

- > Quickly present lease, finance, and cash options.
- > Easily include F&I products and accessories.

Efficiency at Every Step

- > Reduce errors and save time by eliminating redundant data entry.
- > Streamline your sales process and close deals faster.

Pricing Overview

One-time Setup Fee	deskit License Fee (Desking + DR)
\$2995	\$1498/month

DMS Integration Fee by Provider				
R&R	Quorum	PBS	Serti	CDK
\$0/month	\$0/month	\$50/month	\$265/month	\$400 to \$650/month

Note: If your dealership uses Autoflexilog, Lautopak, or Tekion as your DMS provider, please note that deskit integration is not yet available.

Add-ons	
DealerTrack Integration	syncit Syndication Module*
\$199/month	\$250/month

*syncit Syndication Module simplifies the way dealerships distribute vehicle pricing and imagery across third-party platforms. Powered by deskit as the central inventory hub, it ensures your listings are always accurate, consistent, and up-to-date across automotive marketplaces, classified sites, and digital retailing tool.



| One Deal. One Experience. Anywhere.

“deskit was really the first tool that not only gave you a comprehensive desking tool, but also an inventory management tool and a contracting tool.”

Curtis Vickers

Southlake Ford Lincoln Inc.

“The software is one thing, but it’s also the people that stand behind it that make the difference. I haven’t worked with a better team than deskit.”

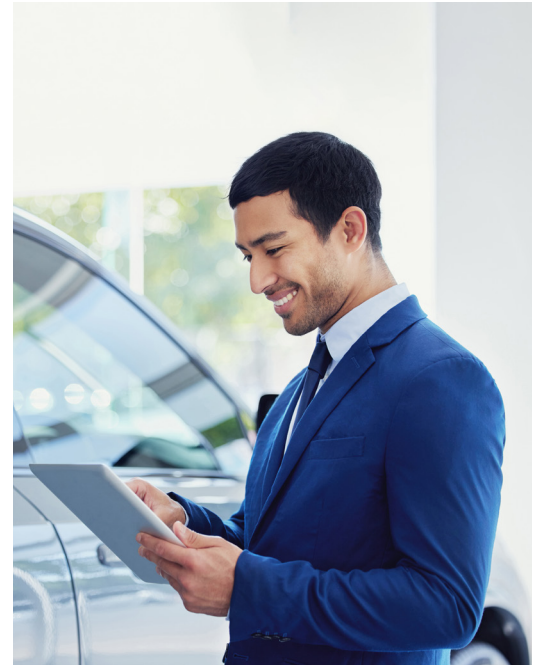
Dave LaRose

Western Auto Group

“With deskit, deals are faster, more efficient, and more transparent.”

Sebastien Bourgeois

Spinelli Lexus Lachine



For more information or to enroll, please contact the deskit sales team at [877-792-7677](tel:877-792-7677) or christian_hamaoka@reyrey.com.