



Charter On the Road:

A VISITOR'S GUIDE TO 8 DEALERSHIPS USING ASPEN

CHARTER ON THE ROAD

Putting yourself in others' shoes can make you a more effective leader. It gives you a perspective that you may have never had before and the chance to concentrate on how you can serve others. Over the past few months, the Charter Team including Kanchan Java, General Manager, had the opportunity to meet with owners, general managers, controllers, service technicians, and every person responsible for keeping the heart of a dealership pumping. It's been an enlightening experience and we wanted to share the dealerships that have put us in their shoes and given us a taste of what it's like day in and day out at a dealership.

Some of you have been working in a dealership since before you could walk, while others decided to take a chance on opening their own dealership driven by a passion to serve others. But whether you're a seasoned veteran or new to the industry, one thing's for sure – you're a part of an extensive community of dealers. In this guide, you'll find 8 of the over 40 dealerships that we had the pleasuring of visiting to learn how they use ASPEN and how they run their businesses.



KANCHAN JAVA
Charter's General Manager

Kanchan Java has worked for Constellation Software, Charter Software's parent company, for 5 years, playing a critical role in the Charter and c-Systems acquisitions. In this time, she has led key projects for Charter, including implementing new tools and reporting for the Customer Support and Professional Services teams, launching the Dealer Portal, streamlining quoting for Sales, and building a new Cloud Operations team. In her new role as General Manager at Charter, Kanchan is aiming to improve customer experience, focus more heavily on product development and establish stronger relationships with manufacturers.

"Charter has a loyal customer base across the Agriculture, Outdoor Power, Construction, Golf Car and Rural Lifestyle industries and we recognize the critical role our flagship product, ASPEN, plays in these businesses. My objective is to establish a much stronger focus on customers and their feedback. This will allow us to develop products and services for existing customers at a much quicker pace, as well as attract new customers to grow Charter."

DEALERSHIPS THAT WE VISITED

1. G.C. DUKE EQUIPMENT
2. SANITARY EQUIPMENT
3. ROVENDALE AG & BARN
4. KUBOTA OF LYNCHBURG
5. BOBCAT OF LIMA
6. HOPF EQUIPMENT
7. BOBCAT OF ROCKFORD
8. PROVEN POWER



G.C DUKE EQUIPMENT

1184 Plains Rd E., Burlington, ON L7S 1W6, Canada

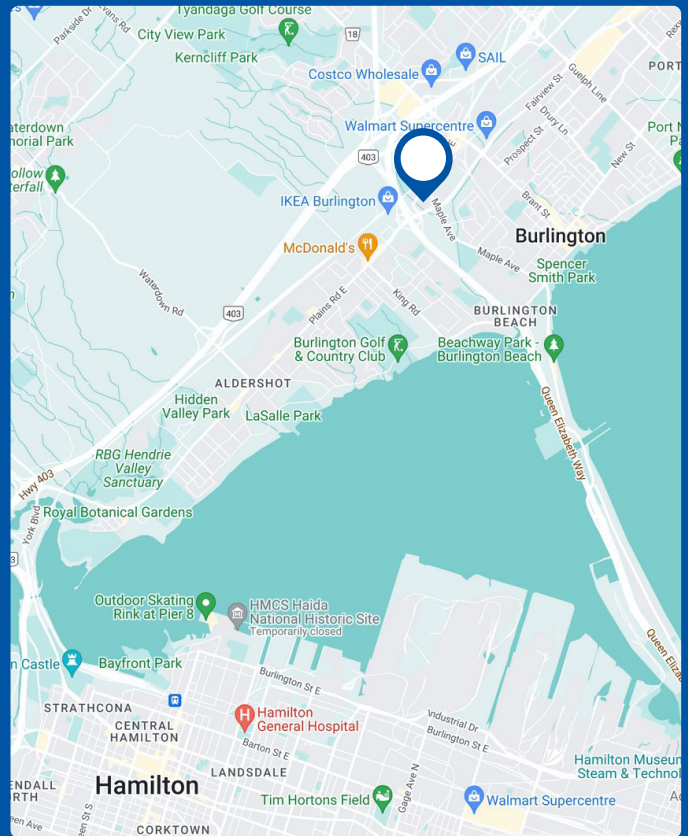
History: Seeing an opportunity for growth in the Ontario grounds care industry, Clint and Bonnie Duke acquired distribution rights for several lines of power equipment and founded G.C. Duke Equipment in 1948. Their business grew rapidly carrying equipment that could maintain anything from a homeowner's backyard to a military base. In 1999, they acquired Jacobsen products and refocused on only golf, municipal and landscaping equipment. They've earned multiple "Dealer of the Year" awards from suppliers ever since recognizing their outstanding sales and service performance.

Interviewee:

BLAIR GENTLE, Controller

Favorite Features:

- Intuitiveness of the interface
- Ability to access companywide information



"I like the intuitiveness of it. Once you get used to the interface, the links are there, and you can move from module to module fairly easily. You can dig down and drill down on detail and information very easily. I like the ability to move around quickly without having to exit. If you're in a certain module and you want it to link and go in and look at different sets of data or different, invoices or whatever, it's easy to do that. It's the ease of use and it's the interactivity, the global functionality of it in terms of companywide information being able to be shared."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

"One's always looking to grow the business and improve profitability and things like that. Specifically, when the COVID pandemic first hit, we were coming up with strategies on how to get through the pandemic and what our goals would be for that because there was so many unknowns at the time. We utilized ASPEN to identify units that had been around for quite a while and were able to identify those pretty quickly and make the determination to sell those for whatever price. So, I really like that part of it, where we had an external challenge to the company that sort of threatened our position, threatened our profitability, and we were able to turn it around and make it something positive."

What's something no one tells you about working in a dealership?

"Things change almost daily. There always seems to be some urgent matter that comes up, that throws everyone for a loop. You would think it's fairly routine, but I guess that's the fun part of work, right? It's not strictly routine every day. You come in and there's a different challenge, or a different problem, or a different issue, and you sort of expect that."

Fun Fact:

"To me, the dealership's significant because it has been around for so long. A lot of businesses fail in the first generation and this business has seen three generations already, and potentially another one. That speaks volumes to the nature of the business and the nature of the people that are running the business. It's just a great environment to work in and it's easy-going, but it's challenging."



SANITARY EQUIPMENT

25 Industry Drive, West Haven, CT, 06516, United States

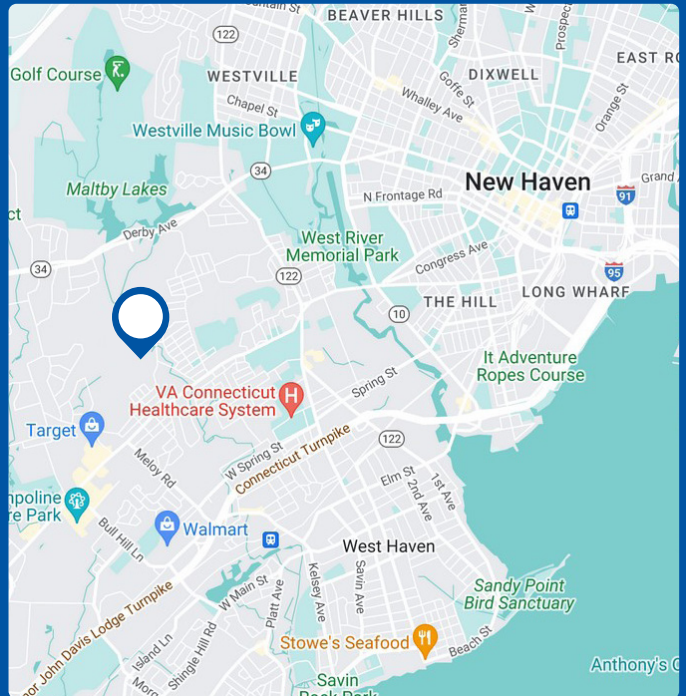
History: Sanitary Equipment is a second-generation family-owned business that has operated for over 48 years. They provide solid waste equipment, serving private and municipal waste haulers across the Connecticut tri-state area. Throughout all these years, they've based their business on quality, taking care of their customers' needs, and solving their problems before they become problems.

Interviewee:

JOHN GREGORY, Vice-President

Favorite Features:

- The flexibility of the reporting system
- Customizable dashboard



"My biggest would probably be the reporting and the flexibility of it. That seems to be my major thing. I love to have the favorites set up in the dashboard. This way it's all right in front of you at one shot. Those are probably the two things that I rely on the most this way. I don't really have to go do a lot of digging once everything's set."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

"When the Charter team came in and talked to us, they mentioned another customer service piece where the customers can get emails, text messages, and status updates as things go along. That's the next thing that we're looking to really tighten up and get into. The problem is our processes in-house are not as precise as they should be. So, we're not ready for it at this moment, but that's where I can see us going in the future."

What's something no one tells you about working in a dealership?

"It's not always fun. The reason they [customers] are coming to you is because they get a problem and hopefully it's not with you."

Fun Fact:

"Honestly, we pretty much consider everybody here family because we're here more than we're home. And if we can't have fun and work and being together as an oddball family, then you know, why are we doing it? But at the same time, we got a job to do."



JOHN GREGORY, Vice-President

ROVENDALE AG & BARN

N68 W36046, County Trunk Hwy K, Oconomowoc, WI 53066, United States

1094 Texas Palmyra Hwy, Honesdale, PA 18431 | 34872 US-6, Wysox, PA 18854

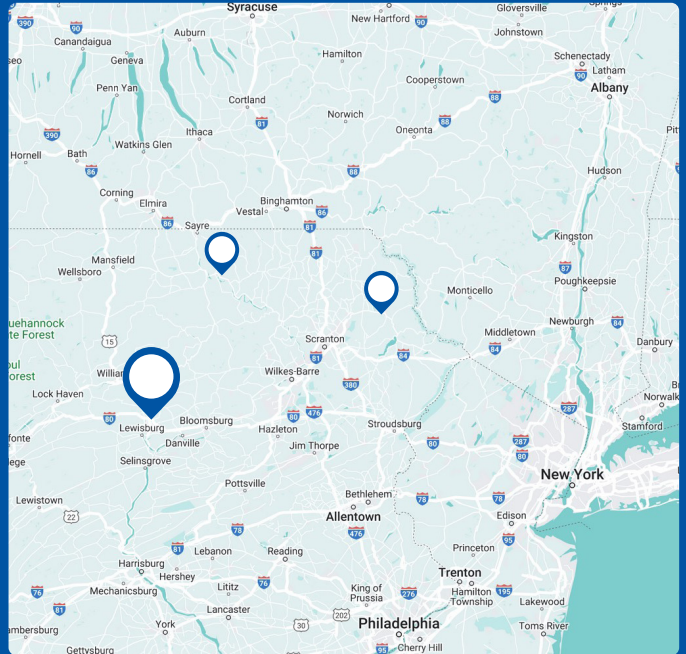
History: Rovendale Ag & Barn was founded in 1992 by Donny Rovendale. Donny worked for his father's business selling barn equipment parts such as silos, loaders, and barn cleaners. He purchased that part of his father's business in '92 and moved to Watsonstown where he opened the first dealership. In 2006, Rovendale added New Holland to their lineup. They have since expanded to two more locations in Wysox and Honesdale.

Interviewee:

ABE HEGGENSTALLER, General Manager

Favorite ASPEN Features:

- Unit tracking, sales, and management



"The ability to have all of this contained within one source. Everything's available from the same application. I can be making an invoice and with a few clicks, I can change over to doing some kind of reporting. In one or two more clicks you're doing something completely different, and you don't have to open a parts module, a rental module, a reporting or accounting module. It can all be done pretty seamlessly through the one console."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

*"We recently added a third location at the beginning of August so the continued growth of that new location. As far as ASPEN helping with that, the ability to view our whole goods inventory and access everything for all the locations. **With that, the ability to closely monitor and see what's happening in the dealership, whether it's day-to-day numbers or overall comparisons between growth or areas of concern.** Our main goal right now is the successful onboarding of this third location and the continued growth in that territory as well as integrating all three locations to work together, to maximize the parts and whole goods inventory that we have available to us."*

What's something no one tells you about working in a dealership?

"I think just the complexity of all these moving pieces fitting together between parts and sales and service, and then the customer element that can be ever-changing. Although we're doing generally the same thing, a day can be completely different. There are just so many variables that can change, even from one minute to the next."



The Rovendale Ag & Barn team at their Watsontown location.

Fun Fact:

"The Rovendale family, the owners of Rovendale Ag & Farm, although they wouldn't probably describe themselves as this, they've always been innovators or leaders. They had the first all-electric farm in the area here, and it was used as a kind of a showcase for the power company. They've always been improving and willing to try new things, new technologies, when other people may be reluctant to do that."

KUBOTA OF LYNCHBURG

13693 Wards Road Lynchburg, VA 24501-7123, United States

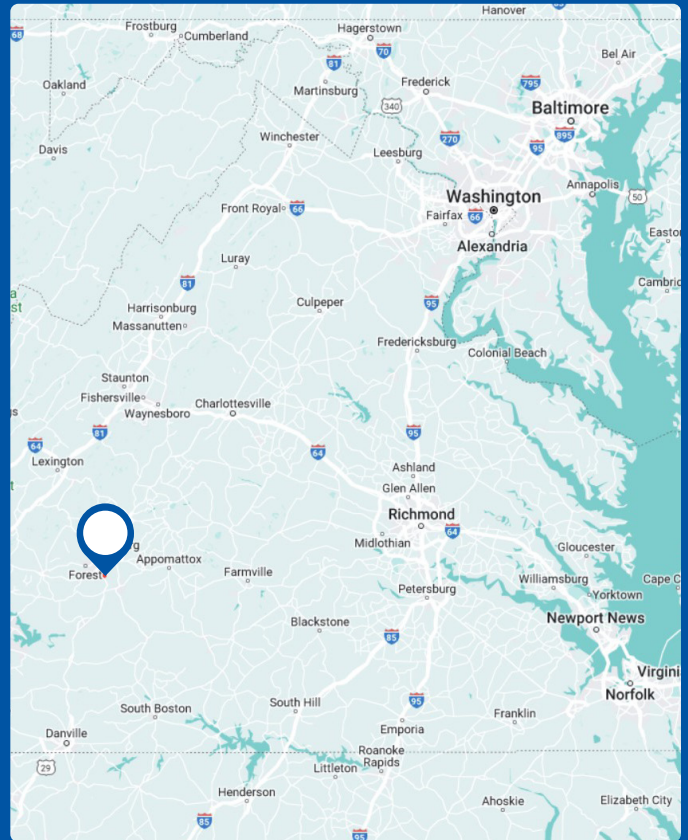
History: Before it became Kubota of Lynchburg, it was known as Farm Service Company, a complete agriculture equipment dealership founded in 1940 and run by the same family for over 70 years. They were also one of the oldest Kubota dealerships in the country, having acquired Kubota very early on. In 2017, the dealership came under new ownership and was re-established as Kubota of Lynchburg to become Lynchburg's only Kubota dealer. Today, they offer a variety of equipment including skid steers, wheel loaders, and implements to go with them.

Interviewee:

JEDD CAMPBELL, General Manager

Favorite Features:

- The ability to get wherever you need with the click of a button



"You can pretty much get to anywhere you need from whatever screen you're on. If you're in an invoice, you can see a customer equipment with one click. If you're in the customer file, you can make an invoice with one click. If you're looking at a part, you can make an invoice with a click and with another click invoice it to a customer. So, it's easy to use and it's very similar to Windows, so it's easy to pick up for most of the employees."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

"We're growing. We've grown threefold in the past five years. We're up easily three times where we were in 2017-2018. Something we don't do yet is rentals. We do it in a very limited capacity right now, and ASPEN has that feature built in. We are looking to add rentals in the next three years. So, I'm planning on going back and doing all the training again on the rental end of things with ASPEN."

What's something no one tells you about working in a dealership?

"Our motto here is professionalism is a must. We take care of the customer at any cost. The customer's not always right, but they're never wrong. You have to take care of them. So that's what we pride ourselves in and it pays itself back."

Fun Fact:

"I've seen things like mowers or tractors being lost off the trailers, going up the highway that are on their way to be delivered. I've seen a new delivery for a zero-turn that the guy called me, he said, 'Jedd, I don't know what to do. My zero-turn is stuck in the ditch and it's on fire.' I said, 'hang up and call the fire department first. That's what you got to do first, call the fire department.' He said, 'but my mower -- my mower.' I said, 'don't worry about your mower. You call the fire department and then call the insurance company that you had on your loan.' So, the next day we delivered him a new zero-turn and he didn't try to mow the ditch anymore."



Kubota of Lynchburg Sales Team

BOBCAT OF LIMA

1368 Bowman Rd., Lima, OH 45804, United States

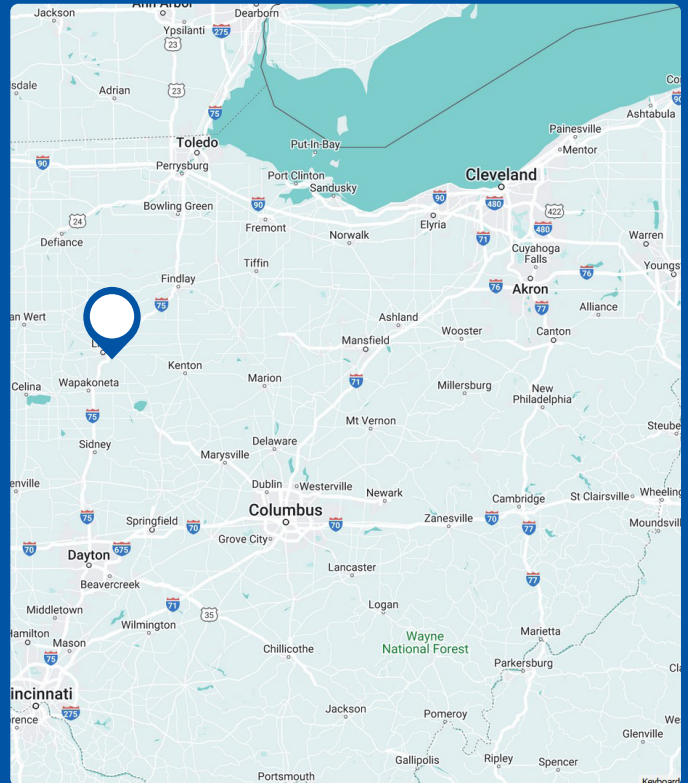
History: From sales to branch manager, co-owner Dave Shepherd worked in every possible part of a dealership. In 1993, he went to work for a Bobcat dealer and when the owner retired in 2007, him and co-owner Eric Fritz purchased the dealership. In 2019, they were selected as one of Bobcat's top 15 dealers in the country. In addition to Bobcat, the dealership carries Husqvarna power equipment, ICS diamond tools, heavy-duty Cronkhite equipment trailers, and more.

Interviewee:

DAVE SHEPHERD, Co-Owner

Favorite Features:

- Easy to compare reports on a month-to-month or yearly basis



"I like the ease of looking at the income statement reports. I look at just a few reports, whether it's the income statement to see how many rentals we've done for the month or for the year and comparing it to the year prior. It's easy to click back and forth between those reports and just take a quick glance."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

"I feel that TargetCRM is going to allow us to market things more digitally. I've got a daughter that's been here now three years after she got out of college, and we do a lot more digital marketing or social media stuff. We realized, and I would've laughed about that six years ago, we realized that it reaches people way, way more. It reaches more people quicker, faster than anything else we do, and as cost efficiently as anything else we do."

What's something no one tells you about working in a dealership?

"That in our business, equipment breaks. When equipment breaks, a customer can get angry, upset, frustrated, and you as an individual can't take that personally because it just happens, and you have to learn how to deal with that negativity. So, when you say about the one thing that no one talks about, it's those bad days when something happens, and you get yelled at or you just don't know how to make the person feel better because they're going to have to spend some money on something that they didn't plan on."

Fun Fact:

"I raise and market about 5,000 pigs a year. We get baby pigs when they're three weeks old and we raise them up to be mamas and then ship them all over the United States. I've done that for 20 some years."



HOPF EQUIPMENT

3 Hwy 231 Jasper, IN 47546, United States

506 East 19th St., Huntingburg, IN 47542

6000 E Morgan Ave., Evansville, IN 47715

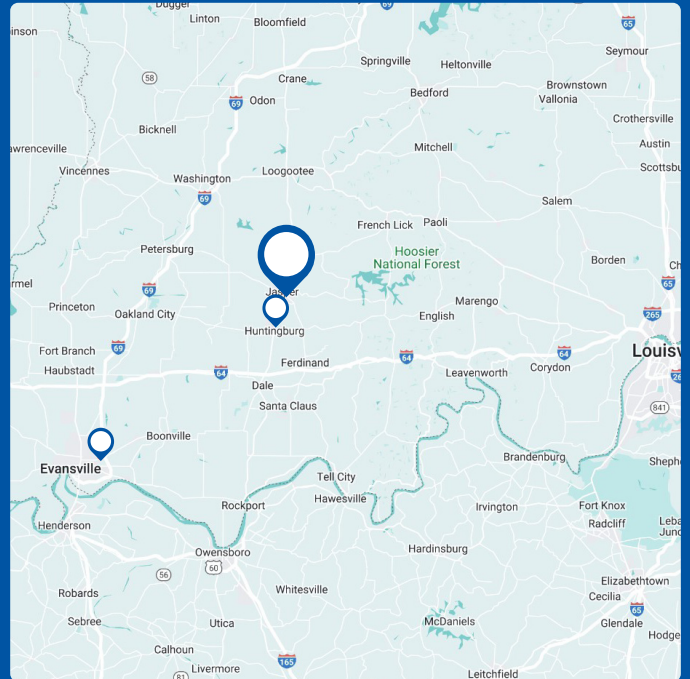
History: Charlie Hopf founded Hopf Equipment in 1974. At 80 years old, he continues to work at the dealership three days a week. His sons, Mike and Glen, have worked at the dealership since they were 10- and 12-years old washing various implements and equipment. Today, the family-owned business has three stores that serve the Indiana area for ag, construction, and outdoor power equipment.

Interviewee:

GLEN HOPF, Co-Owner

Favorite ASPEN Features:

- Reporting functionality
- Drill-down capacity



HOPF EQUIPMENT

"The reporting pieces that really monitor what's going on. The drill-down capability is nice too when you're looking at a report and you can just click on a doc number, pull up a document and look at it quickly and easily. It really helps with the management piece of it because a lot of times you see a number and the next thing you want to know is what makes up that number? You can click on it right on the screen and just see it, so you don't have to flip to another screen and look up documents, units, customers, all that data. You can click back and forth from one place and go to another directly. And the productivity gain among all my employees is pretty significant."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

"We're working towards TargetCRM and trying to do a little bit more with that. So that'll be a big one for us once we roll that in – to be able to text payments and things like two-way texting. I think ASPEN will do a really good job to make us a little bit more mobile."

What's something no one tells you about working in a dealership?

"The workday is basically full of interruptions, with some short times when you have peace to get some work done. It's a little odd, but that's kind of the way the day works. My cell phone rang three times already."



Fun Fact:

"We have a lighthearted atmosphere at all our stores where everybody will joke around, and everybody gets along quite well. So, it makes it a little more fun to spend the whole day here. Having a lighthearted company culture makes it a lot more fun."



GLEN HOPF, Co-Owner

BOBCAT OF ROCKFORD

5925 Wheeler Road North, Cherry Valley, IL 61016, United States

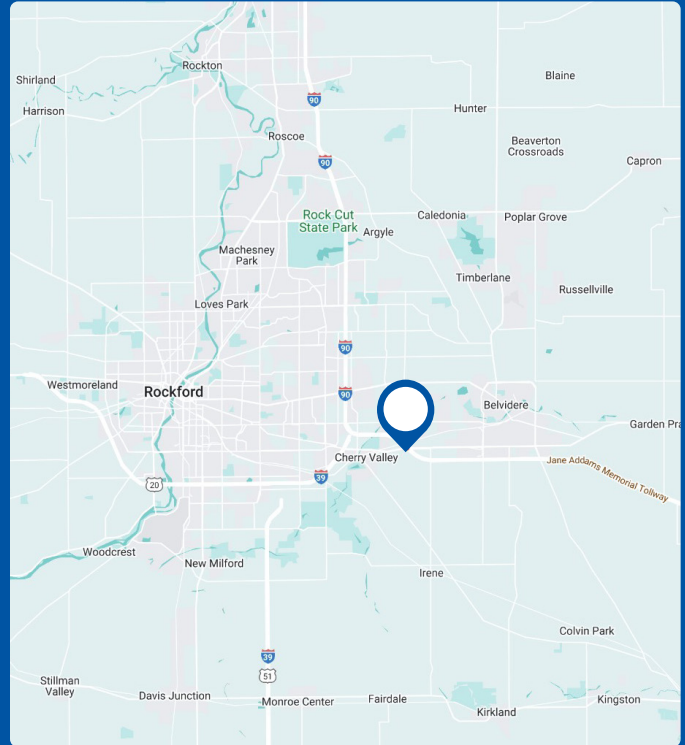
History: Inspired by the chance to have his own business, Mike McElmeel and his partners purchased what was at the time Rock River Bobcat and rebranded to Bobcat of Rockford in 2001. Since then, they've served the Wisconsin-Illinois state-line area with Bobcat Skid-Steer Loaders, Compact Track Loaders, and more. The family-run dealership has grown its product offerings as well to include Kubota tractors and Bandit woodchippers.

Interviewee:

MIKE MCELMEEL, Owner
& PENNY LEE, Controller

Favorite Features:

- Reporting capabilities
- Ease of use



Bobcat[®]
of Rockford

Mike: "The reporting is what I would say is good for me. I mean, that question's going to change on everybody that you talk to and the dealership."

Penny: "I love the fact that I can drill down. It saves me so much time. The different reporting features. I use the whole program. I like being able to drill down. That makes it so much easier for me than having to back through everything else to try to find my answer."

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

Mike: "Long-term goals? That probably depends on the day. Some days I think we need more than three dealerships and then the other days I think one is too many. So, it's continuing to grow and do things better or try different things. It's one of those things that I think we've been with ASPEN so long, we take a lot of the stuff for granted on what it maybe can or can't do, but that's just part of the process."

What's something no one tells you about working in a dealership?

Mike: "That there's just never a dull moment. When you have 40 employees, there is not a time when there's not some fire to put out for the most part. Not that I have any really bad employees. But when there's enough of them, there's something all the time."

Fun Fact:

"Mike: "In June of 2000 we moved into a new building. There was four of us as the entire dealership - one parts/accounting individual, one person for a tech, then myself, and another as a salesman. And I just remember when the first customer came in, he wanted to buy a quart of oil and we did not have a quart of oil yet. It was an absolutely empty building. Everything we did, we just had to start at zero. It's good that we've survived and done that. A lot of people will buy a dealership that's already got stuff in it. We chose to go the tougher route. Start with empty and then build it up from there."



The Charter Team with Bob McElmeel

PROVEN POWER

N68 W36046, County Trunk Hwy K, Oconomowoc, WI 53066, United States

S65 W22065 National Avenue, Waukesha, WI 53189

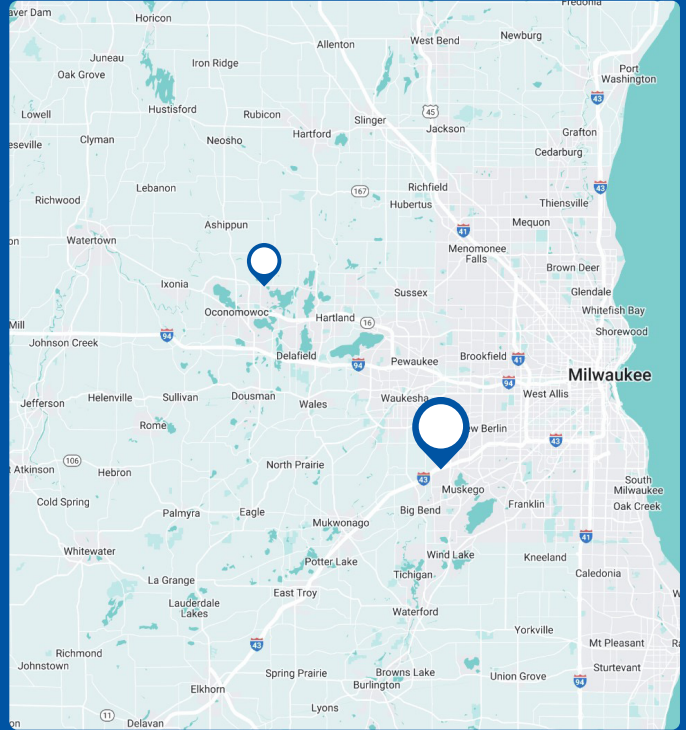
History: Proven Power was founded by father, Bill Brooks Sr., and son, Bill Jr. From a young age, Bill Jr. fixed anything he could get his hands on – from motorcycles to jet skis to lawn equipment and everything in between – all out of a little milkhouse in one of his dad’s dairy barns. Almost 27 years ago, and with just four employees, he and his father purchased a John Deere dealership. Since then, their business has grown to two stores with 45 employees.

Interviewee:

ANDY FLINT, General Manager

Favorite ASPEN Features:

- Overall reporting functionality
- Ability to drill down to finer details



PROVEN POWER
SALES. SERVICE. SATISFACTION.

*"In my current role, the reporting is definitely going to be my favorite feature. **Just being able to see things from kind of a top-down view of how the company's doing, but then you also can drill down into a lot of finer details.** If you're looking at it on a weekly basis at the top-down view, you can keep an eye on things. But if you need to drill down further than that, you can go down and look at every single transaction for a part. If you want to find out why something went wrong or if everything's going smooth and nothing stands out, you can just do the above-ground view and keep an eye on things."*

What are some long-term goals for the dealership and how do you envision ASPEN helping you achieve them?

*"We would like to continue growing. We've been very, very fortunate that the COVID years have been good to us. I think everyone probably agrees that the COVID years weren't real, it's not average, it was abnormal. But if we're only looking at the last couple of years you might think, I need to order way more than I've ever had to before. Everyone's quickly realizing that's not the case this year. Still excellent, but not anything like the massive growth that we saw during the COVID years. So, being able to look back at a longer period of time, especially since we've been on ASPEN long enough, **we can go back, and track things now and then use all the different reports to strategize moving forward.**"*

What's something no one tells you about working in a dealership?

"The pace. As far as pace is concerned, the fact that in a lot of areas of the country it's so seasonal. So basically, if you're in the northern United States, you're going to be seasonal. You're going to get hammered a couple times a year – once during planting, once during harvest. Or if you're a lawn and garden shop, when the grass is growing and then also when it's time for winter, so just to be prepared. And then the other thing is what are you going to do when it's quiet? So, we've got a couple trade secrets that I might not let out right now."

Fun Fact:

"The most fond thing for me about the business is just the fact that it's basically run like a big family. We spend more time with each other than we do with our own families. The team that we have put together here, they do an amazing job, and they work really, really hard. So, for me, when I think about the business, that's the thing that really has kept me staying here for a long time because I was going to be a police officer before I started here."



ANDY FLINT, General Manager

ONGOING & FUTURE DEVELOPMENTS TO ASPEN

Based on the conversations that the Charter team has had with dealers over the past few months, we have taken their feedback to heart and are committed to enhancing our current solutions as well as work on new ones. Our conversations revealed some common challenges among dealers, including supply chain issues, labor shortages, and implementing new technologies.

Macroeconomic Challenges

Supply chain issues continue to play a role across every industry, with many dealers having very limited equipment inventory. With months-long backlogs on supplies from manufacturers, dealers can expect supply chain issues to continue in 2023 as well.

Although there is little that dealers can do to control the supply chain, there are still opportunities to keep cash flowing. For example, passing on price increases, growing rental, or better managing inventory using tools available in ASPEN.

"The suggested ordering tool is massively important as upcoming battery equipment continues to take over the world. All of our old ordering history is gonna be ineffective. So suggested ordering is gonna be massive. Also keeping track of our customers that, hey, we haven't seen you in a while. Those things are all in the future that we can kind of continuously use to keep the shops busy and the right parts on the shelf."

ANDY FLINT, Proven Power

With higher interest rates and a potential recession coming, two of the new tools we are planning to launch in 2023 to help dealers include:

- **Equipment Locator:** to help dealers sell any excess equipment within a network of 2000+ dealers
- **Parts Locator:** to help dealers find affordable parts near them and liquidate old stock

OEM Relationships

There has been additional pressure from OEMs in recent years with respect to which lines you can carry, driving dealers to increase market share, use certain tools, etc. To assist with OEM relations and improve your operational efficiencies, Charter is working on enhancing or building new interfaces with Kubota, John Deere, CNH, and Polaris among others. We are also in discussions with Bobcat regarding potential projects in the coming years.

"A lot of Kubota stuff is actually embedded in ASPEN already. I know more stuff is coming, like looking at warranty dates and pulling down packing slips and invoices and all that stuff. So more of that will be nice."

GLEN HOPF, Hopf Equipment

Labor Shortages

Labor shortages have been an issue for dealers, even before the pandemic, for several reasons such as lack of professional development opportunities, employee burnout because of excess strain on service departments, and the increasing cost of living. Because of the limited availability of quality labor, finding operational efficiency through technology is crucial and ASPEN has countless tools and features that you may not be using today. We are also constantly reviewing and incorporating dealer feedback on additional features and usability improvements.

"Dealers have to figure out how to get more work done with the same number of employees going forward because the labor crunches are out there – the time it takes to train somebody and get them up to speed is just so expensive. Every employee needs to be able to do more and ASPEN is way ahead on that particular feature. We actually have one less office employee. About a year to two years into ASPEN we downsized one in the office and we grew the business quite a bit in the meantime."

GLEN HOPF, Hopf Equipment

Our [Dealer Portal Knowledge Base](#) is a great tool for finding articles and instructional videos on ASPEN features and best practices – and we continue to add to it. Our annual user conference and quarterly training webinars are additional resources that you should take advantage of.

"Over the years, I find that there have been a lot of times where fellow employees have asked or said, it would be really great if it did this, whatever that feature is. So probably 90% of the time after a little bit of research through the support system, the Wiki pages that they used to have, and the new support page, I was able to find basically what it was they were looking for and show them how to do that."

ABE HEGGENSTALLER, Rovendale Ag & Barn

Dealership Technology

More and more dealers are interested in leveraging new technologies to help facilitate and optimize their dealership's current processes. Dealers want more tools to grow their business, especially when it comes to customer service and lead management. **TargetCRM** is Charter's response to these dealers and it's available now!

Key Features include:



The two-way text messaging tool allows dealers to connect with prospects and customers more effectively - not just for sales, but for service and parts too



Send promotions to specific customer groups based on their purchase history, location, and more



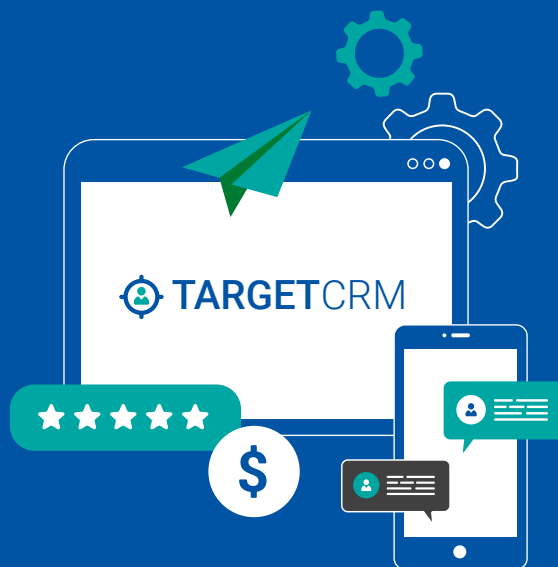
Gather customer feedback via surveys and source online reviews from your happiest customers



Recently added Lead Management capabilities help you track progress with prospects before they become customers



View ASPEN inventory and customer records



"Overall, we are extremely, extremely happy with the platform and especially the development coming down the pipeline with TargetCRM and stuff like that. We're excited to see what the software looks like in another 10 years."

ANDY FLINT, Proven Power

CHARTER'S RELIABLE & DEDICATED SUPPORT TEAM:

Charter's support team is always here to help dealers make the most of ASPEN.

This is what dealers had to say about our support team:

"The support's always been really good. And mainly because when we called in for support, they always were polite. Never made you feel like you were stupid. No, dumb questions. And with using ASPEN, if you did make a mistake or you felt like, as a user – and I know all my employees felt feel this way – if you made a mistake, it was easy to fix as compared to what we were used to with our other business system. Therefore, you are more willing to try things and do things that you wouldn't have before and if you messed up, you just went backwards, avoided that invoice, or avoided what you were doing and started over."

DAVE SHEPHERD, Bobcat of Lima

"When there's an outage, I hear about it very quickly because it's cloud-based. So, our internet connection is critical and if there's an internet outage or something even down on Charter's end, I hear about it quickly. And that's one thing I will say – is the team, the support team at Charter does a very good job. When we put in a ticket, it gets addressed quickly. I feel like they're concerned about getting our business up and running properly. So, I don't feel like our tickets are ignored or not taken seriously. And that's a big plus for me because we are so reliant, especially in my department, finance and accounting, we are so reliant on the data and the ability to do certain things that if there's an issue with the software, it's good to know that there's a support team out there that's working on solutions."

GLEN HOPF, Hopf Equipment

"There's not always an easy way to do something or we might have to call and talk through something. But what I love about ASPEN especially is that the things you take to them, they actually listen to us and everything that we've requested be looked at. Or if it can't be changed, you have a good reason why it can't be changed. ASPEN shows that they're willing to listen to their customers and willing to make a difference. Having the group of them come out a couple months ago to visit, it means a lot. It shows that they care about what they're doing and about the dealerships and it makes it an easy choice to go with them."

JEDD CAMPBELL, Kubota of Lynchburg

"Ever since our visit with everyone that came out to see us from Charter, we've noticed the customer service is back. Charter's customer service has always been just topnotch and the fact that we try never to ask for a special favor. But when we do ask for something like, Hey, can you guys look into this? Just the fact that if you need something, it's heard basically. Just to know that our voice means something and the direction of how the software is gonna develop. That's huge."

ANDY FLINT, Proven Power

*"Ease of support in the responsiveness of you all and help desk with Aspen is quite strong. The company, even though it's owned by Constellation, it's not so big that you have to tell them who you are when you call in. **They know you, so you get the service that you need quickly.** I think ASPEN is considerably more feature rich than a lot of the other systems and doesn't require some expensive servers and stuff like that to run the product." – Glen Hopf, Hopf Equipment*

GLEN HOPF, Hopf Equipment



WANT THE CHARTER TEAM TO VISIT YOUR DEALERSHIP?

We love meeting ASPEN customers and getting their feedback on how to improve our software. We are grateful to the dealers in this guide that have taken the time to speak with us as well as the countless other dealerships that have welcomed and opened their doors to the Charter team.

We'd love to visit your dealership in person to better understand your challenges, needs, and plans for the future!

If we didn't visit your dealership but want our team to stop by, contact us at 303-932-6875. Our enhancements in ASPEN are driven by customer feedback!