

5 Revenue Secrets Every Dealership Needs to Know Heading Into 2026

HOW OPTIMIZATION IN FIXED OPS DRIVES GAINS ACROSS THE ENTIRE DEALERSHIP

Revenue growth remains top of mind for dealership leaders heading into 2026, and the strongest, most sustainable gains continue to come from Fixed Operations. While most teams focus on increasing volume, the real opportunity lies in optimizing what you already have: the pricing, processes, and performance drivers inside your service department.

And while Fixed Ops is the primary engine for these improvements, a well-run service department also creates ripple effects that matter to variable operations, including stronger sales-to-service retention, higher CSI, and more consistent performance across rooftops.

At Dynatron Software, we help dealerships uncover and capture this hidden revenue with advanced analytics, expert coaching, and purpose-built tools designed to make every repair order more profitable.

Here are **five revenue maximizing strategies** every dealership should prioritize heading into 2026:

1

Optimize Customer Pay Labor Pricing Strategy

Customer Pay labor is one of the most overlooked revenue levers, but also one of the most impactful.

BUILD A COMPARATIVE PRICING STRATEGY

Understanding how your pricing compares to the market ensures you're competitive without leaving money on the table. Dynatron's [Virtual Performance Groups](#) (VPG) benchmark your pricing against similar dealers, giving you data to find your "perfect price."

KNOW YOUR MAINTENANCE MIX FREQUENCY

Routine maintenance builds trust. When done right, it fuels sales-to-service retention, bringing customers back not only for service, but keeping them connected to your dealership when it's time for their next vehicle.

DARE TO COMPARE:

COMPETITIVE SERVICE PRICING

How much could you save on your next visit?

| | YOUR SHOP | COMPETITOR #1 | COMPETITOR #2 | COMPETITOR #3 | AFTERMARKET | YOUR SHOP |
|-----------------------|-----------|---------------|---------------|---------------|-------------|---------------------------|
| ADDITIONAL SERVICE #1 | \$X.XX | \$X.XX | \$X.XX | \$X.XX | \$X.XX | Shop Analytics Example |
| ADDITIONAL SERVICE #2 | \$X.XX | \$X.XX | \$X.XX | \$X.XX | \$X.XX | Example |
| ADDITIONAL SERVICE #3 | \$X.XX | \$X.XX | \$X.XX | \$X.XX | \$X.XX | Example |
| ADDITIONAL SERVICE #4 | \$X.XX | \$X.XX | \$X.XX | \$X.XX | \$X.XX | Example |
| ADDITIONAL SERVICE #5 | \$X.XX | \$X.XX | \$X.XX | \$X.XX | \$X.XX | Example |

CAPITALIZE ON REPAIR MIX FREQUENCY

Repair work is the real revenue driver. Strategic pricing ensures you recoup early discounts and maximize later high-value jobs.

AUDIT OP-CODES & PAY TYPES

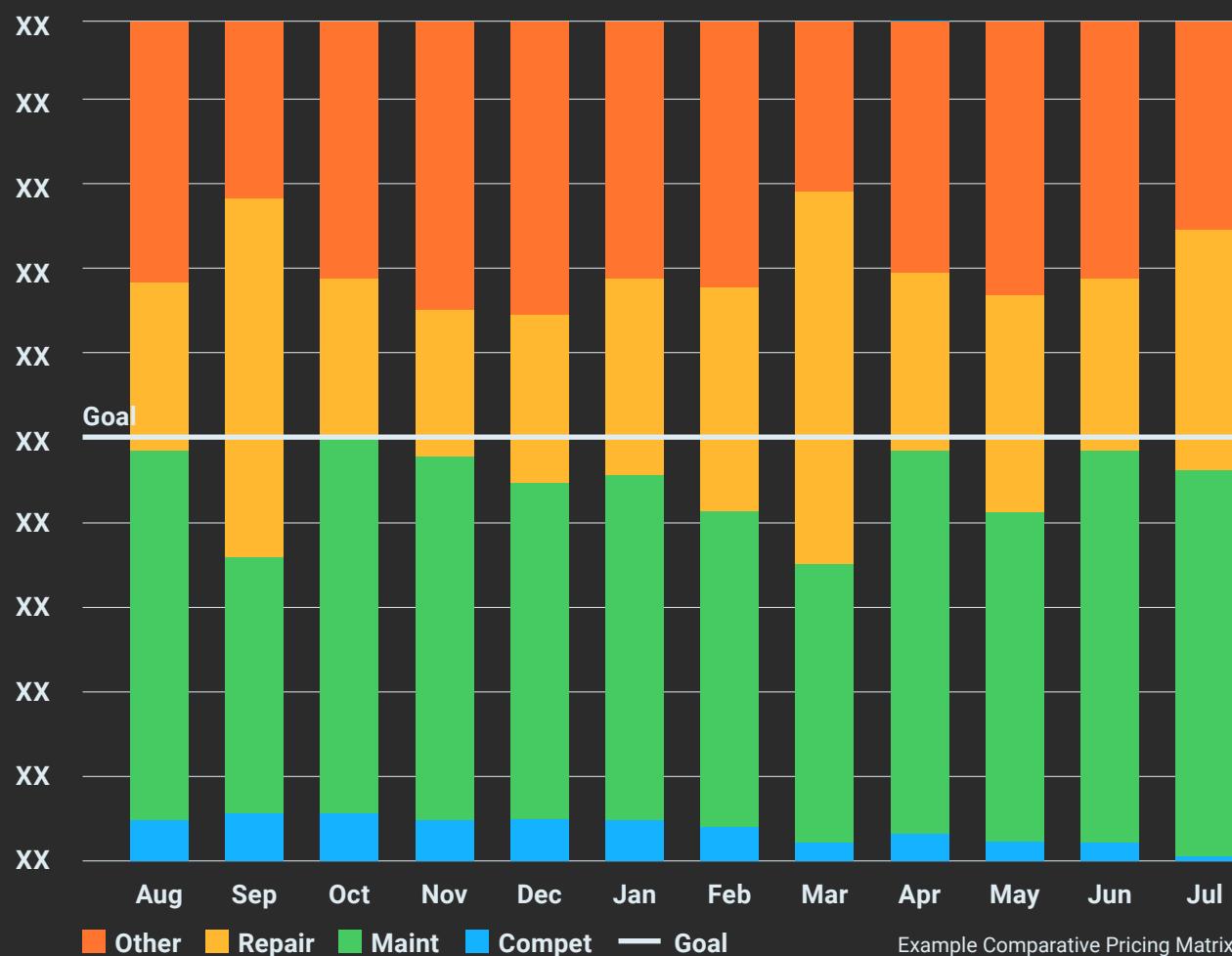
Improper coding can cost your dealership in CP ELR. Dynatron's **PriceSmart** software flags these issues and strengthens your pricing accuracy, helping both service and sales leadership trust the data flowing through the dealership.

Enforce Labor Pricing Compliance

A strategy only works if your team follows it. Unauthorized discounts and inconsistent pricing erode revenue, but they also impact customer confidence, which affects both CSI and long-term sales loyalty.

Daily ELR and labor sales reports keep your pricing consistent and transparent, important for both customer trust and cross-department alignment. Every dollar of ELR improvement goes straight to the bottom line.

SALES HOURS



Example Comparative Pricing Matrix

Optimize Parts Pricing Strategically

Most dealerships update parts pricing far less frequently than labor—often only every few years. That's a missed revenue opportunity.

With more than 5,000 pricing decisions across the service menu, staying competitive requires a structured, data-driven strategy. Dynatron's machine-learning-driven parts pricing matrix helps ensure rate adherence and profitable pricing adjustments.

A more disciplined parts structure also supports variable ops by creating a more unified pricing strategy across the dealership, reinforcing transparency and consistency that customers expect.

| ADVISORY | # ROS | # LINES | # OFF | % OFF | \$ UNDER | \$ OVER | \$ NET |
|-------------------|----------|------------|----------|----------|-------------|------------|-----------|
| SERVICE ADVISOR 1 | XX | XX | XX | X% | XXXXXX.XX | XX.XX | XXXXXX.XX |
| SERVICE ADVISOR 2 | X | X | X | X% | XXXXXX.XX | XX.XX | XXXXXX.XX |
| SERVICE ADVISOR 3 | XX | XX | XX | X% | XXXXXX.XX | XX.XX | XXXXXX.XX |
| DEALER TOTAL | XX | XX | XX | | XXXXXX.XX | XX.XX | XXXXXX.XX |

4

Benchmark High-Margin Services

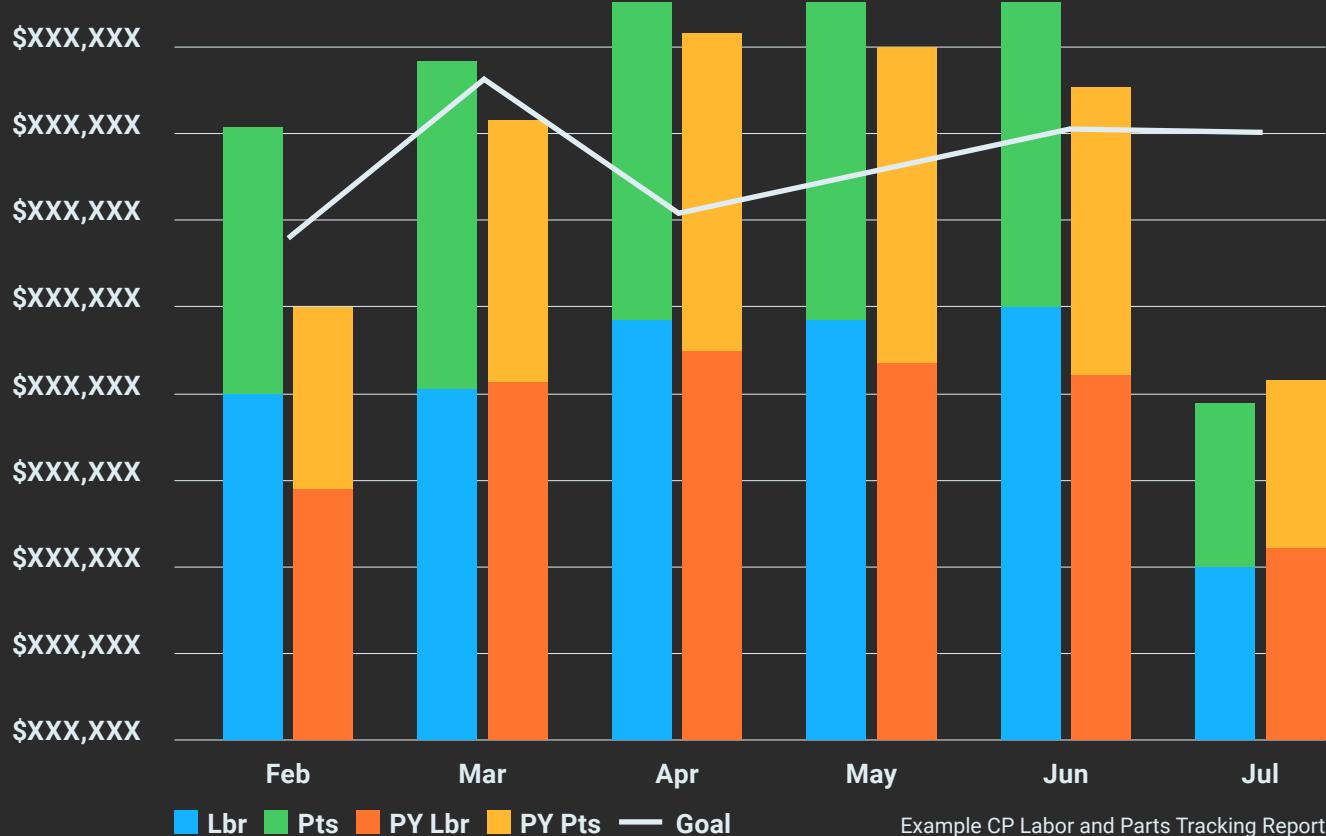
You can't grow what you're not measuring.

Identify your top high-margin services and coach advisors to present them consistently. Dynatron Coaches provide behavior-based training, performance benchmarks, and real-time feedback to help your team confidently sell more of what drives revenue.

Beyond Fixed Ops, this has a direct impact on:

- CSI, through a more consistent service experience
- Sales retention, as customers who trust service are far more likely to return for their next vehicle
- Group-wide performance consistency, especially across multi-rooftop dealerships

LABOR AND PARTS REVENUE



Example CP Labor and Parts Tracking Report

5 Prepare for a Maximized Warranty Labor & Parts Rate Submission

Everything you optimize in CP pricing directly impacts your next warranty rate submission.

Before filing, ensure:

- CP labor rates are optimized
- Parts pricing is competitive and profitable
- Pricing compliance is strong
- Op-codes and documentation are clean

Other vendors may file quickly, but fast isn't the same as optimized. **FileSmart** ensures you submit with the strongest possible RO set, backed by Dynatron's analytics and compliance support.

A well-prepared submission increases your warranty reimbursement rates, generating substantial revenue that benefits the entire dealership.

THE BOTTOM LINE: REVENUE THROUGH OPTIMIZATION

Your Fixed Ops department already has the traffic it needs. The revenue gains come from optimizing pricing, elevating consistency, and equipping your team with the tools and insights required to sell smarter.

And when Fixed Ops runs efficiently, every department benefits.

- Sales sees higher retention.
- CSI improves.
- Dealer groups gain consistency across all rooftops.
- Leadership gets clearer, more actionable performance insights.

THE DYNATRON DIFFERENCE

At Dynatron Software, we combine analytics, industry expertise, and coaching to help dealerships unlock the revenue already hidden in their existing service traffic.

Dealers typically see:

- Increased ROI in Year 1
- Increase in annualized revenue gains
- Sustained long-term growth with integrated coaching and continuous optimization

If you're ready to capture the revenue opportunities waiting inside your service department, [schedule a demo](#) to see for yourself!



Get your 3:1 ROI Guarantee

1. Point your phone's camera app at the code.
2. Tap the link on your screen.
3. Give us your contact info and we'll be in touch!



learnmore@dynatronsoftware.com



866.888.3962



dynatronsoftware.com