

MITCHELL 1 PRICE GUIDE

**CERTIFIED
AUTO REPAIR**

2023



FROM PIONEER TO INNOVATOR MITCHELL 1 HAS SOLUTIONS THAT HELP SHOPS MANAGE THEIR BUSINESS, CUSTOMER, AND THE REPAIR.

This is a guide for reference only

PRODUCTS	LIST PRICE (Monthly + Tax)	O'REILLY PRICING	CERTIFIED AUTO REPAIR
ProDemand - Repair/Estimating Car/Light Truck includes SureTrack Community & Advanced Driver Assist	\$174	\$164	\$159
ProDemand Repair Only	\$164	\$154	\$149
Estimator	\$59	\$59	\$59
Truck Labor Plus - Standardized Repair Times and Coverage all makes and models Class 4-8 trucks	\$99	\$89	\$84
TechWorks Plus - Truck Class 1-7 Repair, Auto Estimator & Diagnostic all makes back to 1990	\$250	\$240	\$235
TruckWorks Plus - Truck Class 4-8 Repair & Diagnostic all makes back to 1990	\$290	\$280	\$275
Truck Series Plus - Class 4-8 Repair & Diagnostic Plus Truck Labor	\$358	\$348	\$343
Repair Connect Plus - Diagnostic Class 4-8 Deliver detailed trouble code diagnostic and procedure information in a single lookup	\$134	\$124	\$119
TeamWorks with Manager SE - Includes 5-user ProDemand and 1-user Manager	\$243	\$233	\$228
Tech Series Plus SE - Class 1-7 Repair & Diagnostic plus Truck Labor, Shop Management Truck	\$384	\$374	\$369
TruckSeries Plus SE - Class 4-8 Repair & Diagnostic plus Truck Labor and Shop Management Truck	\$418	\$408	\$403
Manager Enterprise Pro - Powerful tool for multi-locations with central control of accounting, marketing, sales, operations, and more	Contact Local ISC		
Manager SE- Streamlines workflow from estimate to invoice, 360° view of entire operation, seamless integration with add-ons	\$129	\$119	\$114
INTEGRATION WITH FCO ELIGIBLE FOR 2% OR 3% EARN BACK			
Manager SE - Truck Edition (includes Manager SE)	\$199	\$189	\$184
Manager SE - Truck Edition w/Truck Labor Plus	\$239	\$229	\$224
Teamworks and Message Center	\$272	\$262	\$257
REQUIRES MANAGER SUBSCRIPTION			
ProSpect - Digital Vehicle Inspection allowing shops to greet the customer at the vehicle seamless integration with Manager SE	\$139	\$139	\$139
Message Center adds seamlessly integrated, two-way texting inside of Manager SE for faster more efficient approval process	\$39	\$39	\$29
*ProPack (Lube, Message & Report Pro)	\$120	\$120	\$120
**Transporter - Transfer of data from over 100 Management systems	Contact Local ISC		
*Mobile Manager Pro - Quick VIN and license decoding, multi-point inspections, photos, digital estimates and repair orders, team chat	\$220	\$220	\$220
*Mobile Kiosk - Gives shop the option to improve customer service by adding a self-check-in kiosk (requires ProPack)	\$120	\$120	\$120
*Account Link - Allows Manager SE to integrate with most accounting packages to avoid time consuming double entry	\$49	\$49	\$49
MANAGER SE ADD-ONS/BUNDLE PRICING AVAILABLE			
Social CRM - Automated shop marketing, reputation management, social media to assist in retaining and attracting new customers	\$204	\$189	\$184
Postcards - Available quantity 50-1,200	Contact Local ISC		
Local Search - Expand selling and marketing website, tracking options, Google and Facebook reviews (must have subscription to SCRM)	\$180	\$180	\$180
Google Ad Words - Power Up your Marketing with Paid Search Ads (must have SCRM/Local Search & Customer must maintain a \$200 Google Ads Budget)	\$149	\$149	\$149

**AWARD-WINNING
AND
INDUSTRY-LEADING**

- Contact your local Mitchell 1 representative for sales and pricing including monthly promotions and product bundle options.
- Find your local rep by visiting <https://mitchell1.com/myrep/search-or/> or scanning this QR code.
- Call 1-888-724-6742 for account or billing questions, tech support, or content support.
- Special pricing offered to Government/City offices and schools. Additional users licenses available.

*This product may be subject to an activation fee or set-up fee

**If needed, customer transports available \$1,200.



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