

A NEW REVENUE STREAM FOR THE MODERN SERVICE DRIVE

Advanced Estimating

AI-powered cosmetic damage estimates
in under sixty seconds.

Turn every dent into a moment of trust.

advancedestimating.com · dan.macuga@advancedestimating.com

Customers are keeping their vehicles longer than ever.

12.6 yrs

Average age of U.S. vehicles — the highest on record.

284M

Light vehicles in operation. Most show visible cosmetic wear.

40%

Of vehicles arriving at a service drive have repairable damage.

81%

Of customers want more transparency about their vehicle.

Hidden revenue, already on your property.

40% of vehicles in your service lane today have visible cosmetic damage. They are already in front of you. They already want it fixed. They just need a fast, professional estimate from a brand they trust.

\$2.25M

annual revenue opportunity per location

~1,000 vehicles / month

400 with cosmetic damage (40%)

250 conservative conversions (25%)

\$750 average repair order

From walk-around to written estimate — in under a minute.

01

Capture

Advisor takes 4 photos and enters the VIN on any tablet or phone.

02

Estimate

Our AI — trained on 125,000+ real repairs — returns a 95–97% accurate estimate in seconds.

03

Present

Customer sees a transparent, professional estimate and approves on the spot.

Wherever a vehicle changes hands, Estimatics earns its keep.

SERVICE LANE

+12-18%

capture rate lift on routine appointments

USED CAR

\$408K

average losses prevented from recon surprises

NEW CAR

\$3,200

saved per misvalued trade-in or lease return

RENTAL & FLEET

32%

of damage no longer missed at hand-off

Document the vehicle. Defend the relationship.

FOR THE VEHICLE OWNER

- Photo-verified condition before keys change hands
- Independent, data-driven proof — not opinion
- Transparency 81% of customers say they want
- Minor cosmetic repairs — no CarFax trigger

FOR THE BUSINESS OWNER

- Defensible record for every vehicle in custody
- No more 'it was already there' arguments
- Catch the 32% of damage that goes missed
- Protect margin from \$1,200–\$2,500 surprises

One number. Every department.

\$330

per location · per month · unlimited use

WHAT'S INCLUDED

- Unlimited cosmetic estimates
- Every department — service, sales, used car, rental
- Every team member — no per-seat cost
- Works on any tablet or phone
- VIN-aware AI · 95–97% accuracy
- Time-stamped, photo-backed condition records
- Dedicated customer success team
- White-glove integration · no setup fees

Built by operators who've already shipped this kind of change.

Dan Macuga

CHIEF EXECUTIVE OFFICER

20+ years in scaling consumer and dealer businesses. Scaled USANA from \$350M to \$1.2B. Chrysler dealer operations.

Bill Klehm

CHAIRMAN

Architect of CarFax. Led Ford service strategy (\$1B in 3 years). Founder & CEO of eBliss.

Billy Edwards

PRESIDENT & COO

Vanderbilt PhD. BCG. Former CSO at AMD. COO at eBliss.

Global AI team

ENGINEERING

125,000+ training repairs. 95–97% accuracy. Production-grade pipeline.

LET'S CONNECT

Open a conversation. *Open a new revenue stream.*

We'd welcome the chance to walk your team through how Advanced Estimating fits the modern service drive — and what it could mean for your customers and your bottom line.

GET IN TOUCH

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