



NADA University equips dealers and their staffs to get results—with the right knowledge, coaching, and resources to develop skills and confidence. Four robust “centers of excellence”—Academy, Learning Hub, 20 Group, and Resource Toolbox—make NADA U every dealership’s source for profit-building tools and training.

Go to www.NADAuniversity.com for more on **Improving Service Profitability**. Sign in (or sign up if you’re not a NADA or ATD dealer member) for access to these resources:



Analyzing Customer-Pay Service, Repair Order Analysis, and Service Department Performance Analysis are *Driven* management guides that can help you with your service business. *Driven* guides are complimentary for NADA and ATD members; others may purchase guides for a nominal charge. Just sign in to [NADA U](http://NADA.U) and select “Resource Toolbox” to find guides and complimentary MarketINSIGHT webinars like **The Four Essentials for 100% Service Absorption**. Archives of **NADAPerks** member tips and tools are also in Resource Toolbox, as is a wealth of **Industry Information** you can use.



Service is discussed in **Fixed Operations 2**, taught in week 3 of 6 in the NADA and ATD Academy programs. The class is also open to department managers even if they don’t have a student in the program. [Listen](#) to what our Academy students have to say and then let us tell you more about how the program can meet your needs. Sign in to [NADA U](http://NADA.U) and select “Academy” to complete the online request for more information.



Comprehensive Financial Composite Reports, proven best ideas, and the experience of other successful dealers—NADA and ATD 20 Groups drive profitability. Now there are NADA 20 Groups for Fixed Ops Managers! Check out in-dealership consulting, too, for hands-on help to institute the processes that build profits. [Hear](#) how to unlock the power of NADA 20 Group and let us tell you more about a group that could work for you. Sign in to [NADA U](http://NADA.U) and select “20 Group” to complete the online request for information.



Convention workshops like **Driving Service Retention** and **How to Have Your Best Year in Service**, and on-demand webinars such as **Is Your Service Department Maximizing Its Grossing Potential** can help you improve service profitability. **NADAvt** subscribers who sign in to [NADA U](http://NADA.U) will find these and more activated in “Learning Hub,” “Service”; others need only click to purchase. In addition, proven online training offered by NADA U Partners Jeff Cowan and Jeff Sacks will help you fine-tune service operations. Sign in to [NADA U](http://NADA.U), select “Learning Hub,” and then browse the “Service” training. You can purchase any or all of these in the [NADA U Store!](http://NADA.U.Store)

Please feel free to explore NADA University and all it can offer you! Don’t hesitate to call or email us with any questions you may have—we are here to help you.