



KEEPS, Inc., Founder Vernon "Ray" Branch Retires

LAS VEGAS, NV, UNITED STATES, July 9, 2018 /EINPresswire.com/ -- [KEEPS, Inc.](#), the premier provider of exclusive daily actionable data that saves management time and improves automotive service operations profits, today announced the retirement of Founder, Vernon "Ray" Branch, effective June 30th, 2018.

"It is with a combination of disappointment and excitement that I announce the retirement of Ray Branch. Ray had a distinguished career spanning all aspects of the dealership fixed operations from OEM, to dealership, to consulting, to the founding of KEEPS 25 years ago. He was instrumental in pioneering the concepts behind KPIs in general and the use of ROAMs analytics software to guide service management in the optimization of service department performance. He made a tremendous contribution to both the industry and KEEPS, Inc., and he will be missed," said Les Silver, Chairman KEEPS, Inc.

Mr. Branch founded KEEPS, Inc., in 1993. As well as creating many of the automotive industry's most critical KPI's, he is also widely respected for developing some of the best management practices used by top operators in the retail automotive industry today. In 2013, Les Silver, Founder of Newgen Results, MPI and Service Repair Solutions partnered with Mr. Branch.

Then in 2016, Fraser McCombs Capital partnered with KEEPS, assisting with the acquisition of [Dynatron Software](#), which is now a wholly owned subsidiary of the KEEPS Corporation.

With the support and ongoing partnership of Fraser McCombs Capital, KEEPS, Inc., helps the automotive service industry utilize technology and data to enhance operational efficiency, profitability, and client retention.

As of January 2018, KEEPS solutions are in over 1,850 dealerships in the US and Canada, including 7 of the USA's top 10 Dealer Groups.

For more information call 718-309-6133, or visit <http://www.keepsCorp.com/index.php> or: <https://dynatronsoftware.com/>

About KEEPS, Inc. and Dynatron Software, Inc.:

KEEPS creates solutions which provide industry-exclusive daily actionable data designed to save management time and improve profits for automotive service operations. The company was founded by Vernon "Ray" Branch in 1993. Mr. Branch is widely respected for creating many of the automotive industries most critical KPI's and best management practices used by top operators in the retail automotive industry today.

In 2013 Les Silver, Founder of Newgen Results, MPI and Service Repair Solutions partnered with Mr. Branch.

In 2016 Fraser McCombs Capital partnered with KEEPS assisting with the acquisition of Dynatron Software.

Dynatron Software is now a wholly owned subsidiary of the KEEPS Corporation. With the support and ongoing partnership of Fraser McCombs Capital, KEEPS looks forward to helping the Automotive Service industry utilize technology and data to enhance operational efficiency, profitability, and client retention.

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