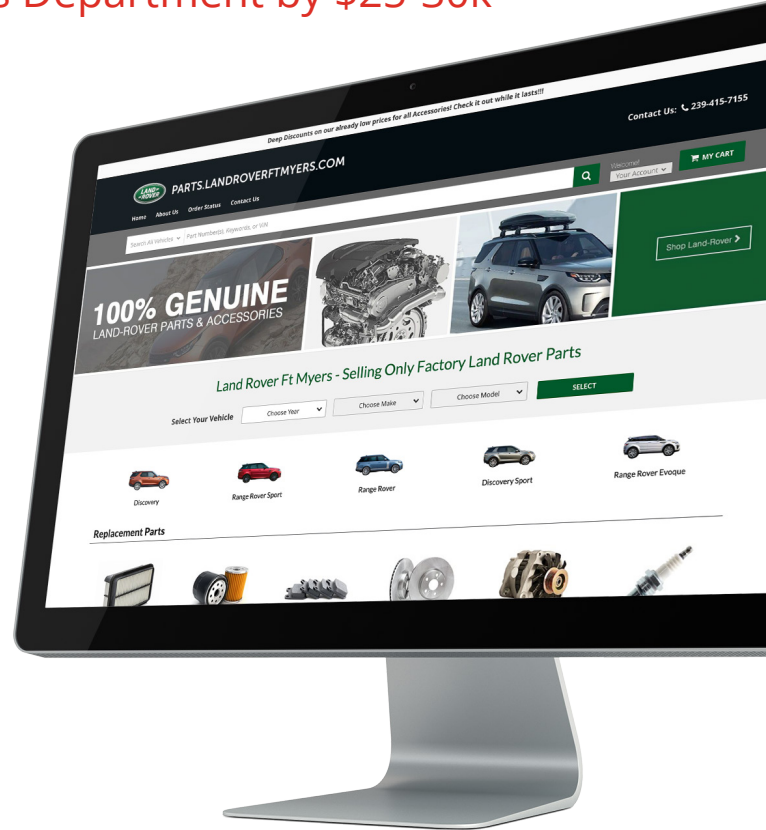


JAGUAR LAND ROVER FORT MYERS

Jim McRae, Parts Manager of Jaguar Land Rover Fort Myers, has increased monthly revenue in the Parts Department by \$25-30k with the help of RevolutionParts.

The Parts Department at Jaguar Land Rover Fort Myers isn't new to selling parts online. Back in 2011, they explored the revenue potential of digital retailing by putting parts up on Craigslist.

With some success on Craigslist, Jim expanded the sales to more channels like [eBay and Amazon](#), eventually partnering with a Parts eCommerce platform that ran two separate web stores for them. All of these stores operated separately, which meant he had to log into each platform, one at a time, to manage his budget.



“Our initial goal was to increase our income stream by \$5000 a month. We now see 5 to 6 times that every month and it grows every day!”

Jim McRae

Parts Manager of Jaguar Land Rover Fort Myers

“It was an absolute nightmare,” Jim says. “It was hard to manage all the expenses and keep track of what we were paying to keep going.”

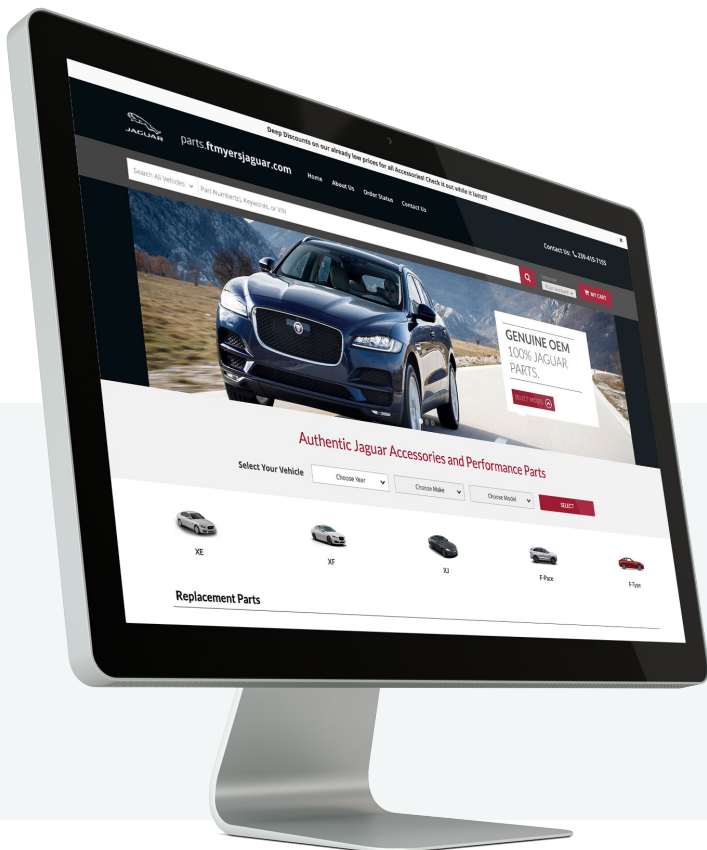
It soon became too unreliable and too much of a hassle so the JLR Fort Myers Parts Department withdrew from selling parts online without plans to go back. This changed after Jim heard about RevolutionParts.

“I had no idea what I was spending or how much profit I was making from selling online before getting on board with RevolutionParts. With those past websites, there were a lot of pitfalls,” Jim explains. “When I talked to the staff at RevolutionParts, I was knocked out by all the things the platform could do.”

Jim loves that RevolutionParts offers a sense of security that other platforms just couldn't. A feature that restored Jim's confidence in selling online again was the fraud detection tool. [It helps him easily detect fraudulent orders](#) so he can shut them down and protect his profitability. This is a breath of fresh air after getting burned by multiple credit card scammers on previous platforms.

"The fraud detection system is a priceless tool that has saved me money and countless headaches," Jim says.

"We used to have five sites running at the same time, and it was daunting to manage each one and maintain profitability," Jim says. "Now, we have one simple site that runs everything. I am able to monitor activity from one spot and make adjustments quickly and easily."



"Instead of waiting for customers to walk through our door and stand at our counter, we're reaching out to the entire country. It's just amazing to watch those packages go out the door every day."

It goes without saying that switching to RevolutionParts has changed the way Jim and his team run the parts department. They now have a secure way to sell online that leaves them feeling confident as well as in control. Managing all of the selling channels is now a breeze, leaving Jim more time to take care of the important stuff.

"We've created a whole new market. Instead of waiting for customers to walk through our door and stand at our counter, we're reaching out to the entire country. It's just amazing to watch those packages go out the door every day," Jim says.

"When I talked to the staff at RevolutionParts, I was knocked out by all the things the platform could do."

Learn how RevolutionParts can increase your Parts Department's monthly revenue.

[Request a Demo with RevolutionParts today.](#)