

# PFW: the only *real* choice



“Flexible software, professional staff, on-time support—what we need, when we need it.”

**George Varianides**  
Manager of Information Technology  
Pine Bush Equipment

Selecting a Dealer Business System to support your organization's business objectives is a challenge. In the equipment industry, experience has shown that while many systems initially show promise, when the fanfare dies down very few actually demonstrate tangible results.

Pine Bush Equipment needed a Dealer Business System innovative enough to meet their current requirements and flexible enough to grow with their evolving business. They chose PFW: the only *real* choice.

“With software such as PFW IntelliDealer advancing into the future, PFW eServices providing customers with instant online account information, and integrated rental software keeping pace with industry trends, we knew we were choosing the best. The professional and readily-available staff at PFW, combined with a seamless conversion process, made the decision that much easier.”

PFW is at the forefront of dealership management software development and deployment. That is why progressive dealerships, like Pine Bush Equipment, trust PFW software to manage their business effectively and efficiently.

Make the choice to find out more about PFW and our products and services. Call us today at (519) 474-3300 ext. 230, or visit [www.pfw.com](http://www.pfw.com).

**Software designed *for* dealers, *by* dealers.**

