



About MyShop Traffic LLC

MyShop Traffic was founded by Gene Cortes, an auto body owner with more than 40 years in the industry. Ten years ago, business was good but Cortes had identified areas of improvement such as wasted time and inventory, and bottlenecks in the repair process. He worked with a web developer to create a simple software on his then Palm Pilot that helped him track every state of a vehicle's repair. Over time, the software became the key component of his shop's management system and in 2017, Cortes developed a proprietary software called MyShop Traffic to help bring this software to other body shop owners. The MyShop Traffic team is led by Cortes and his daughters, Melly Bonita and Stephanie Cohen, who both grew up in the body shop business and have spent their professional careers working in corporate sales, marketing and design. They bring a wealth of practice and knowledge from their experience living and working in the family business as well as their years working for large multinational corporations and marketing agencies.

MyShop Traffic was created by a body shop FOR a body shop. The company understands the intricacies of that collision repair business and has built features into the platform that help shops tackle their day to day operations with ease, efficiency and more profit in the bottom line.

For additional information about MyShop Traffic, visit www.myshoptraffic.com

Press kit available at: www.myshoptraffic.com/mediakit



114 Crescent Way Portsmouth, NH



(800) 940-6206



www.myshoptraffic.com