



**From Shop Floor to the App Store**  
**MyShop Traffic™ launches New Management Software,**  
**Created by a Body Shop for a Body Shop, at SEMA Show 2018**

**(Oct 30-Nov 2, 2018) – Las Vegas, NV –** MyShop Traffic™, a management software for collision repair facilities created *by a body shop for a body shop*, will make its debut at SEMA Show 2018, at booth 30237 in the South Hall.

MyShop Traffic is an easy-to-use, secure and full-service management software that is designed to increase a body shop's productivity and ROI. It is the brainchild of 40- year auto body veteran, Gene Cortes. Since the 1970's, Cortes has worked in every aspect of this business - from driving tow trucks, to working as an adjuster for major auto insurance companies, to managing and owning small body shops before opening his current 14,000 square foot body shop in 1992.

“MyShop Traffic was designed out of our own need to create efficiencies in our repair process that were costing us money,” says Cortes. “We created a program that helped us digitally track vehicles in the repair process, manage inventory and cut back on cycle time, which all have an impact on profits. Over the past year, we have worked to further develop the software to offer it to all body shops who want to see more money in their bottom line.”

MyShop Traffic optimizes a shop's business by tracking cycle time, cutting back on wasted inventory, increasing productivity and allowing shop owners to lead and manage their staff from any location in the world. Run from the palm of your hand via a smartphone, laptop or tablet, the software is secure, smart and mobile. MyShop Traffic optimizes workflow, logistics, output and profit, ensuring that every body shop is operating at its fullest and most streamlined potential. All of this yields fewer errors, less delays, decreased costs and increased revenues.

Live demos of the software are available at the MyShop Traffic booth, #30237 in the South Hall at SEMA Show in Las Vegas from October 30 – November 2.

For additional information about MyShop Traffic, visit [www.myshoptraffic.com](http://www.myshoptraffic.com)

Press kit available at: [www.myshoptraffic.com/mediakit](http://www.myshoptraffic.com/mediakit)



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### **About MyShopTraffic 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 the 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.

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