



Benefits Providers

NETSA members get discounts on services like ASA Tire Systems' software, Merchant Advocate's credit card fee savings, Cinch offers smart customer retention, HD Supply offers supplies, solutions, and savings, and Brenntag Lubricants' offers Valvoline products.

TireTutor streamlines business operations, Optimize Digital Marketing boosts online presence, The Auto Repair Boss helps maximize your business's value, and GfK offers benchmarking reports. Affiliated Agency provides insurance, and Champlin & Associates offers financial planning.

Computer Software

ASA Tire Systems:

Ashley Hopkins (603) 324-7404

- Complete Software for the Automotive & Tire Business at a 10% Discount



TireTutor.ai:

Jimmy Gogan – (781) 205-9148

TireTutor.ai is an all-in-one software platform that connects digital retail to in-store operations. It includes a modern POS with integrated tire ordering and online scheduling, websites optimized for agentic search, B2B wholesale ordering software with real-time inventory, and AI-powered advertising. Ask about our discounted rate for NETSA members!



Benefits Providers

Advocacy Credit Card Fees

Merchant Advocate:

Don Giordano (973) 897-2778

Save money on your credit card fees without switching processors. The credit card industry is unregulated and lacks transparency; we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.



Oil Products

Brenntag Lubricants

John Reid (800) 426-7754

Our highly experienced group of sales representatives, lubricant engineers, and our vendor partners will consult with you to understand your needs and recommend the best lubrication solution for your application.



Insurance Coverage

Affiliated Insurance Agency:

Phil Muller (516) 576-0166 ext:202

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, retreaders and manufacturers
- Insurance products included but not limited to Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- TIA/Allstate exclusive group health insurance program broker



Auto Repair Business

The Auto Repair Boss

Jim Parker (407) 927-8999

Specializing in selling auto repair-related businesses, including general auto repair, tire shops, collision centers, and glass repair. With 25 years of experience, no upfront fees, and a reputation for handling every transaction with the utmost confidentiality, Jim is a trusted expert. A nationally recognized thought leader with 50+ industry awards, Jim is dedicated to helping business owners maximize the sale price of their business



Supplies, Solutions and Savings

HD Supply Brian Legrande (631) 636-6525

Brian.Legrande@hdsupply.com

HD Supply offers customers a vast assortment of over 100,000 MRO, full-line janitorial, and OS&E products from high-quality, national, and private brands, all at competitive prices. Combined with our industry-leading services and solutions – including localized jobsite delivery, renovation programs, direct-ship options, and innovative digital tools and capabilities, as well as dedicated sales and customer care teams



Craft Your Financial Road Map to Success

Champlin & Associates

Peter Owh (585) 899-1226

Exclusive 20% Discount for NETSA members and their families. Whether you need assistance with your estate plan or wish to explore strategies for enhancing the value of your business, we excel in helping successful business owners. Our expertise lies in crafting distinctive approaches to minimize taxes, boost income and create a lasting legacy. Embrace an open mindset and take control of your financial journey today!



Social Media, Digital Marketing, and Website

Optimize Digital Marketing:

Doug Robison (651) 410-1416

Optimize Digital Marketing empowers businesses to compete in a digital age. Since 2012, the agency has grown from a social media startup into a full-service partner specializing in digital advertising, social media management, website design and management, reputation protection, digital dashboard, and directory management solutions. As certified partners of Google, Yelp, and Meta, we deliver transparent, data-driven strategies backed by U.S.-based support with dedicated account consultants. Whether you're just starting or scaling up, we learn your business inside and out to tell your story and connect you with the right customers online. NETSA members can take advantage of a special offer of 50% off setup fees to get started with real digital marketing results.



Tire Industry Market Facts

GfK Benchmarking:

Neil Portnoy (212) 884-9269

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying so you can make informed inventory decisions.



Cinch

Gabe Davis (801) 592-3275 Sales@cinch.io

Smart Customer Retention

Drive customers back to your shop. With Cinch marketing automation platform, you can send text messages, emails, and mailers to:

- Automatically remind customers they're due for a service
- Reengage lost customers with targeted drip campaigns
- Follow up with customers on declined services
- Automatically request and respond to Google Reviews
- And more

*NETSA members receive an exclusive 10% year-over-year discount on Cinch monthly fees. Sales@cinch.io

