

## **FOR IMMEDIATE RELEASE**

### **VPS and Aftercare to Showcase Profit-Boosting Service Contracts at Bad Boy Dealer Meeting**

**Orlando, FL** – Cedar Key Consulting Group powered by VPS and Aftercare, an approved provider of insured service contracts for Bad Boy, is excited to announce its participation in the upcoming Bad Boy dealer meeting. The company will be showcasing its comprehensive service contract program designed to help dealers increase profitability and provide valuable protection for their customers' investments.

VPS offers mower and tractor dealers a unique opportunity to enhance their revenue streams through insured service contracts. These contracts provide customers with peace of mind by covering unexpected repair costs, ensuring their equipment remains in top working condition.

"We are thrilled to connect with our current dealer partners and forge new relationships at the dealer meeting," said Rudy Orona, President at VPS. "Our service contracts are a win-win for both dealers and customers. Dealers can generate significant profit while offering a valuable service that protects their customers' equipment and budgets."

VPS dealer's service contract program has already generated over \$1 million in dealer profit in 2025 alone, demonstrating its effectiveness and popularity among dealers. The company attributes its success to its commitment to providing exceptional support and resources to its dealer partners.

"We believe that the 3 P's – People, Product, and Process – are the key to any successful business," Rudy Orona added. "We have a dedicated team of professionals, a high-quality product that meets the needs of both dealers and customers, and a streamlined process that makes it easy for dealers to offer and manage service contracts."

In addition to its comprehensive service contract program, VPS provides dealers with valuable training and resources to help them maximize their success. The company offers complimentary online menu selling system, which allows dealers to easily present service contract options to customers and close more sales.

"We are committed to helping our dealer partners grow their businesses," Orona said. "Our training programs and online tools are designed to empower dealers with the knowledge and resources they need to succeed in today's competitive market."

VPS and Aftercare invites all mower and tractor dealers and managers attending the Bad Boy dealer meeting to visit their booth to learn more about their profit-boosting service contract program. The company's team will be on hand to answer questions, provide demonstrations, and discuss how VPS and Aftercare can help dealers increase their profitability and customer satisfaction.

### **About VPS and Aftercare**

Aftercare is a leading provider of insured service contracts for outdoor power equipment. The VPS agency partners with mower and tractor dealers to offer comprehensive service contract programs that protect customers' investments and generate significant profit for dealers. VPS is committed to providing exceptional support and resources to its dealer partners, including training programs, online tools, and a dedicated team of professionals.