



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
773-547-0488

lkonsbruck@maxmarketing.com

Mitchell 1 Highlights OneFlow Estimator + Inspections at Spring Shop Management Workshop

SAN DIEGO, Calif. – May 18, 2026 – Mitchell 1 recently welcomed service advisors, shop owners and managers to its sold-out spring shop management workshop, held in Scottsdale, Arizona. The two-day event provided practical strategies and hands-on training to help attendees maximize the capabilities of their Manager™ SE and ShopKey® shop management systems.

“We would like to thank everyone who joined us in Scottsdale for our latest Mitchell 1 Shop Management Workshop,” said Cami Hermann, marketing director for Mitchell 1. “During the event, attendees gained a deeper understanding of the software’s workflow features through informative presentations, hands-on training and networking opportunities. They left with actionable strategies they could implement in their own shops to improve efficiency, enhance customer communications and strengthen repair operations.”

A key workshop highlight was a presentation on the new Mitchell 1 OneFlow Estimator + Inspections by Gerry Beronja, vice president of marketing for the Repair Systems and Information (RS&I) Group for Snap-on. He provided an overview of the powerful bundled experience within Manager SE, explaining how it leverages the Snap-on Digital Engine – backed by 3.3 billion validated repair records – to eliminate bottlenecks and keep work moving from digital inspections to estimates and approvals.

Attendees also took an in-depth look at the award-winning Job View suite, exploring how to produce clear, organized estimates and invoices, track job profitability and easily manage deferred work. Additional sessions covered program setup values, inventory management, reporting, advanced transactions and integration with the latest multi-supplier aftermarket catalogs.

During an evening reception, attendees learned about Mitchell 1’s SocialCRM shop marketing services, with special focus on the new SocialCRM Book it Now advanced appointment scheduling product. As a premium shop marketing product, Book it Now enables vehicle owners to schedule appointments directly through a shop’s Google Business Profile.

Mitchell 1 product specialists were also available for one-on-one support in the computer lab, allowing participants to apply new features to real-world shop management scenarios.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchell1.com/my-rep.

About Mitchell 1:

As a member of the Snap-on® Total Shop Solutions brand family, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability.

###

16067 Babcock Street | San Diego, CA 92127
(858) 391-5000 www.Mitchell1.com