

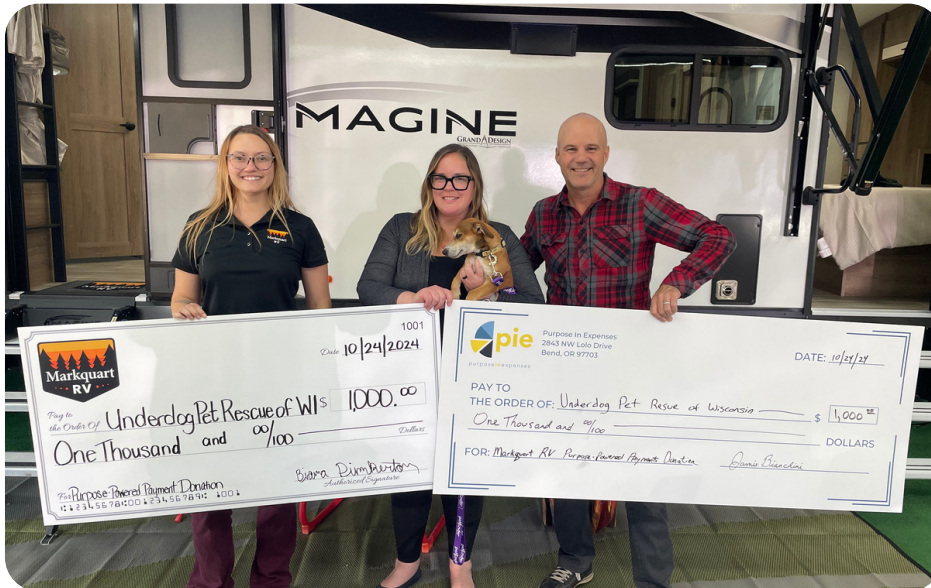


## IMPACT CASE STUDY

**Markquart RV Madison**, a community-minded RV dealership in Wisconsin, aimed to reduce overhead costs while expanding their charitable impact—especially for causes close to home like **Underdog Pet Rescue**, which provides veterinary care and rehoming services for pets in need.

PIE helped Markquart RV launch a Purpose-Powered Dual Pricing Program. It also created a new donation stream to Underdog Pet Rescue, boosting impact, culture, and brand.

The results? \$15K+ in annual savings and \$3K+ in donations—proof that small operational changes can fuel big community wins.



### \$15,000+

Estimated annual savings on payment processing expenses.

### \$3,000+

Estimated annual donation by PIE to support the Underdog Pet Rescue.



**Amy Dachel**  
Executive Manager  
Markquart RV &  
Auto Group

"I was extremely nervous at first as we did not know how our employees and customers would take it. But we have yet to receive a single complaint and have not rolled this out to nine RV stores and two auto stores. Jamie and the PIE team made it really easy and we have no regrets at all!"