

# DOWNTOWN AUTO GROUP BOOSTS PROFITS

with Performance Management

Downtown Auto Group, in Vernal, Utah, knows how important the right Dealer Management System (DMS) can be to a dealership's success. Over the course of the past 18 years, Dealer Principal Matt Garner has used several DMS solutions that turned out to be more of a burden and less of an actual solution. In 2017, however, Garner made the decision to switch to Dealertrack DMS, and the auto group hasn't looked back.

Garner calls the switch to Dealertrack DMS a "no-brainer" and a "critical" part of his dealership's success. Specifically, he appreciates Dealertrack's intuitive nature and simple integration with other dealership systems, resulting in a seamless DMS transition. Downtown Auto Group's employees quickly caught on to the new DMS and have increased their efficiency, thanks to a streamlined workflow that eliminates unnecessary work, including double data entry. But more than anything else, the auto group has benefited from adding the expertise of their Dealertrack DMS Performance Manager.

Downtown's Performance Manager, Belinda, isn't just another vendor. She has become a vital business partner, creating value for the dealership by helping Downtown get the most out of their DMS technology. By analyzing challenges and strengths specific to the auto group and its market, Belinda has helped Downtown capitalized on new growth opportunities. Her insight and ability to follow-up have created accountability within the dealership to boost efficiency, performance, and gross profits.

**"A DMS is a such a critical part of the dealership, and choosing Dealertrack DMS was a no brainer. ... But the number one thing for me, hands down, is the fact that Dealertrack DMS comes with a Performance Manager."**

— Matt Garner  
Dealer Principal, Downtown Auto Group



## Challenges:

- Finding a DMS that could integrate with other systems.
- The auto group wanted a streamlined, intuitive DMS.
- Downtown wanted a true DMS partner that could create value for the dealership.

## Solutions:

- Dealertrack DMS integrates easily with third-party systems.
- Dealertrack DMS is easy to learn and easy to use.
- Dealertrack DMS comes with the added benefit of an experienced Performance Manager.

## Results:

- The switch to Dealertrack DMS was simple and painless.
- Dealership employees have eliminated extra work and increased their efficiency.
- Downtown has increased gross profits, efficiency, and accountability.

For more information, visit [Dealertrack.com/DMS](https://Dealertrack.com/DMS).