

Choosing the Right

Dealership Management Software

A Guide to *Success* for RV, Trailer, & Golf Cart Dealers



Small and Independent Dealers Often Face Unique Challenges In Today's Industry

Think of the story of your business, the unique set of circumstances that brought you to today. You have your own assets and challenges. You have your cast of characters in every department that makes your business successful.

The motivation for being in the dealership industry, the location where you planted your roots, the ups and downs are all unique to your story.



Yet, there is also a shared experience with your peers. You and a RV dealer from California might have inherited the business from your father or, like a trailer dealer in Alabama, you started as a salesman and worked your way up until you could start a business of your own.

Like a dealership owner in Michigan, you survived a rough patch and are now seeing growth.



“

“If I had to run a company on three measures, those measures would be *customer satisfaction, employee satisfaction, and cash flow.*”

”

- Jack Welch, former CEO of General Electric

Or like a dealership owner in Montana, you had a high a few years ago and are considering selling the business outright.

There is one quality though that unites all dealership owners, no matter where they are from, how they got started, and where they are in their business journey.

All dealership owners work hard for their success.

However, if running your business more efficiently allows you to better put your energy somewhere, *isn't it worth a try?*



What is **Dealership Management Software?**

Dealership management software is the central hub for operations, helping sales, service, accounting, and financing while streamlining processes, increasing efficiency, and allowing you to focus on *business growth*.



With so many software options available, it can be difficult to choose which is best. Here's a secret: There is not a perfect option. One software solution might be good for one dealership and bad for another. However, there are a few factors that make EverLogic one of the best.

The 4 Primary Benefits of Using a DMS Include:

Parts & Inventory Management



including notifying you of necessary parts reordering, importing vendor price files, and sending vehicle info and photos to your website.

Service Management



including a built-in calendar to handle the assignment and tracking of multiple jobs, repair orders, the technicians' time clock, and automatic parts reconciliation.

Document Management



including every state-required document, and custom documents your dealership may require, all digitized and stored conveniently in one place.

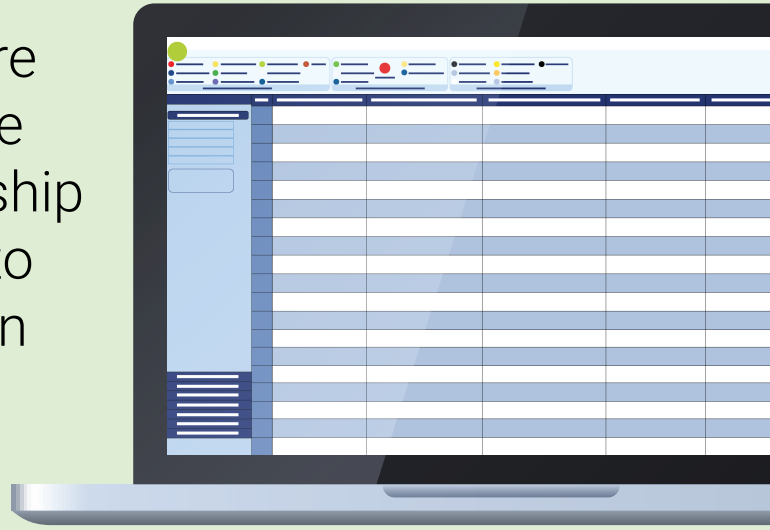
Accounting



including integration with QuickBooks—the industry-standard for any business—eliminating double-entry and increasing efficiency amongst your accountants..

Benefits of Using a DMS

The benefits to using a DMS are many and easy to quantify. Like any business software, dealership management software exists to make your day-to-day operation more efficient. With more efficiency comes a greater chance at success.



However, there are six primary benefits to using a DMS like EverLogic: Organization, Speed, Accountability, Flexibility, Comprehensive, and Support.

1

Organization

With EverLogic, all the central processes of your dealership, from your inventory to your service repair orders, are all in one place. Everyone has their own permissions corresponding to their job. Your transactions are organized into the appropriate accounts. Keeping your data organized eliminates the variable of missing an important set of data that leads to headaches down the road.



2 Speed

Using an efficient and organized DMS, you can save hours of time. One of EverLogic's primary functions is to eliminate as much double-entry of data as possible, particularly on the accounting side. Additionally, you can use EverLogic Mobile for service techs to clock in and out of jobs without leaving their bays.



3 Accountability

EverLogic has an extensive reporting system that allows you to track the progress of virtually every aspect of your dealership. You are also able to follow the productivity of your salespeople and technicians. It also features a helpful calendar, so you and your staff know what appointments are scheduled for that day.



4 Flexibility

EverLogic has a number of features that allows the software to conform to your way of running the dealership. With “flexviews,” you can organize everything from customers to inventory in your unique way. EverLogic allows you to keep your QuickBooks mapped the way you feel comfortable.



5 Comprehensive

EverLogic has eight different, yet intersecting modules that cover every department of your dealership, from sales and point-of-sales to parts and service, from document management to inventory management. You can run your entire dealership using EverLogic, only needing QuickBooks to run your accounting.



6 A Reliable Customer Support Team

EverLogic's customer support is responsive, knowledgeable, and dedicated to helping dealerships succeed. The team provides assistance through phone, email, and a comprehensive knowledge base full of hundreds of helpful articles and videos, ensuring users get timely solutions to their questions.

With a commitment to long-term relationships, their support goes beyond fixing issues—it helps dealerships thrive.



 **everlogic**
Support Team

What should *your dealership* look for in a DMS?

In a very real sense, your dealership needs a DMS that allows you to run the business the way you want. You shouldn't have to adjust your business model for your DMS, it should adjust to yours.

You need to choose the tool that's *right for you.*

What are some key features to look for when evaluating dealership management software options?

- ✓ **QuickBooks Integration**
- ✓ **Customizable Reporting**
- ✓ **Technician Scheduling**
- ✓ **Service Management**
- ✓ **Document Management**
- ✓ **Multi-Location Support**
- ✓ **Parts Ordering and Management**
- ✓ **User Role Management**

Easy Onboarding and Training

The onboarding, or implementation, process can make or break your experience with the DMS. Onboarding is a month-long period during which you load all your data onto your new software, ensure your accounting is properly mapped, and go through training so you and your staff can be prepared to use your software.

At EverLogic, we set a 30-day timeline for your implementation. During that time, you will send customer, inventory, and vendor data to EverLogic so they can all be in the database before you get started. Next, we set you up with our document experts where we will ensure all the documents you need to sell any inventory, from title to power of attorney, are all on the software. All you will need to do is print and sign.

You will also work directly with us to map your QuickBooks to ensure every dime your dealership spends or takes in is properly accounted for and corresponds to the correct accounts. No matter how you like your books organized, we will make the software work for you.

Finally, we have several avenues for you to receive the training you need. This includes a two-week, daily interactive course, recorded training sessions to watch at your convenience, and personalized training by appointment.

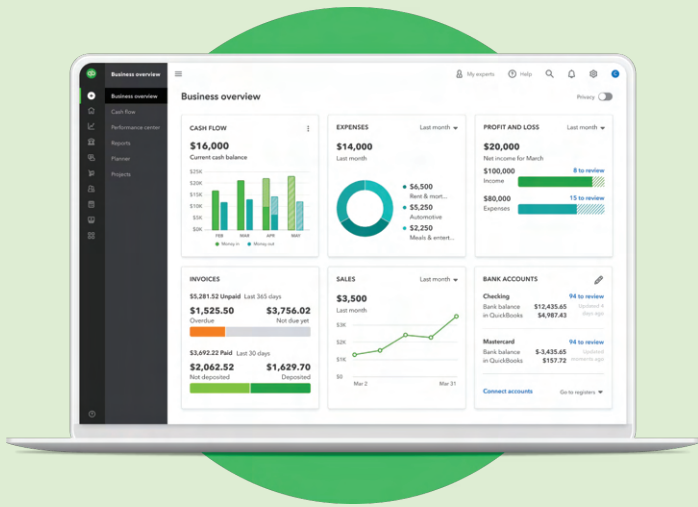
Our goal is that whenever someone purchases EverLogic is rather than rush or delay onboarding, we want to get you up and running on your own in a timely manner.



Software Integrations



**INTUIT
quickbooks**



EverLogic has always focused on being the best QuickBooks-integrated DMS. Some systems use on-platform accounting, but we chose to complement QuickBooks, not compete with it.

With EverLogic, you keep your QuickBooks accounts largely intact—no need to redesign your setup. Just review your data and click to send it over. Every transaction is reflected in the right account without re-entering information.

Global Payments is EverLogic's point-of-sales partner. With Global Payments, you can very simply tap, insert, or tap a transaction into a Global Payments reader and have the transaction go to your EverLogic and later to your appropriate accounts in Intuit QuickBooks.

It is important to note that while you don't need Global Payments to manually key in a credit card transaction in EverLogic, it is necessary if you want to use a credit card machine with EverLogic. Using a credit card machine not only is convenient, but it also provides an extra layer of security for you and the customer. The card data will not be stored on EverLogic, only the record of the transaction.

globalpayments





700Credit is a leader in credit, compliance, prescreen, and pre-qualification solutions. They provide easy access to key

customer insights, helping you make informed funding decisions while staying compliant.

With 700Credit integrated into EverLogic, dealerships can quickly access credit reports without leaving the system and receive alerts for any red flags.

WebManager is a powerful website platform designed to help dealers attract customers, showcase their

webmanager

inventory, and convert visitors into buyers. With seamless integration into EverLogic, dealers can sync their inventory effortlessly while benefiting from responsive, mobile-friendly website designs.

WebManager offers built-in SEO tools, advanced analytics, and social media integration to boost visibility and track performance. EverLogic dealers can enhance their online presence without breaking the bank.



Selly™ Automotive

Selly Automotive is among the newest integrations with EverLogic. While EverLogic does feature a CRM, Selly's powerful CRM is unmatched in the industry for its flexibility and

functionality. With Selly, EverLogic users can use both text and email marketing to inform customers about sales, new inventory, service coupons, and other campaigns.

Additionally, Selly can send automated text and email responses so that dealers can immediately engage with a lead. You can use Selly to help organize appointments and even track your leads through valuable partners like Cars.com and CarGurus.

DMS Needs for Independent vs Franchise Dealerships

When it comes to choosing a Dealership Management System (DMS), independent dealerships have very different needs compared to franchise dealer groups. That's why we recommend independent dealers choose a DMS built specifically for their business model, like EverLogic.

There are three key differences in the needs of independent vs. franchise dealerships: features, integrations, and pricing.

Features

Independent dealerships usually focus on one primary goal: selling and servicing used vehicles, RVs, trailers, golf carts, or other specialty inventory. They need a DMS that simplifies their workflow and prioritizes efficiency. EverLogic is designed with independent dealers in mind, offering intuitive tools for inventory management, customer relationship tracking, and simple financing solutions.

Franchise dealerships, on the other hand, operate multiple departments across different rooftops.

They require a more robust system that can handle new and used car sales, service departments, and OEM requirements. These dealerships often need a DMS that supports complex reporting, multiple locations, and detailed sales management.

Integrations

Independent dealers need a DMS that integrates seamlessly with tools they already use, such as QuickBooks for accounting and Selly CRM. EverLogic offers direct integrations with these platforms, ensuring smooth operations without unnecessary added complications.

Franchise dealerships use more advanced and manufacturer-mandated systems like CDK Global and Reynolds & Reynolds. Their DMS must be compatible with OEM software, making integration more complex and often restrictive.

Pricing

Franchise dealership DMS platforms come with extensive features and integrations, making them significantly more expensive.

Independent dealerships don't need that complexity, and EverLogic provides an affordable solution with the tools they need at a fair price.

EverLogic starts at \$129/month per license.

DMS Checklist

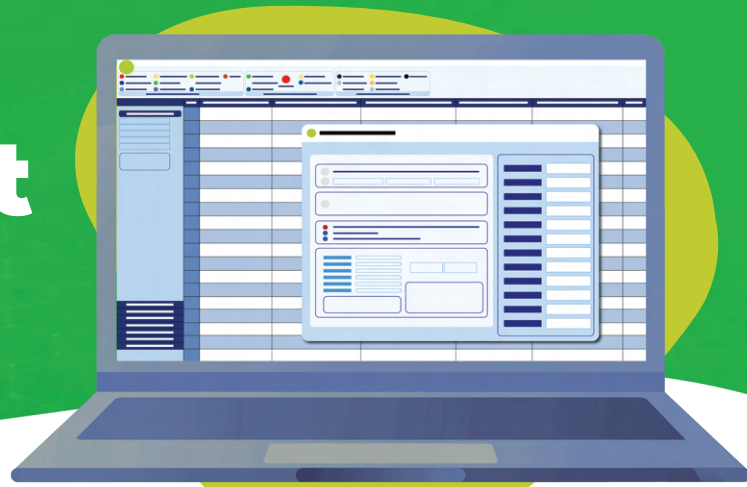
Dealership Management Software isn't just for large dealerships, *every* dealership should be using a DMS.

When searching for the right software solution for your dealership, make sure to consider everything:

- Accounting Module:** Is it on platform or does it integrate with a software like QuickBooks
- Service:** Does the DMS have a service module? Is automated with your accounting software?
- Document Programming:** Is the DMS capable of storing documents for sales?
- Vendors:** Does the DMS allow your to order parts from the catalog within the software?
- Reporting:** Is the reporting system able to cover the entirety of your dealership's operation?
- Multi-Location:** Can the DMS support multiple locations in the event your dealership expands?
- User-Friendly:** Can someone with basic computer skills effectively use the software?
- Support:** Does the company support the DMS? Is there a designated support team?
- Price:** How does the software's cost compare to similar solutions with similar features and benefits?

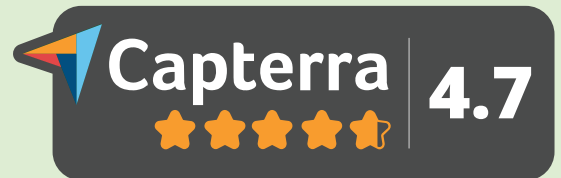


Dealership Management Software *that works.*



Since 2003, EverLogic's DMS has been the *only* DMS certified by QuickBooks to streamline operations, eliminate double-entry, and make your life easier. This long-standing partnership underscores our commitment to providing a powerful, yet simple-to-use solution for dealerships across North America.

Call us at (904) 998-4066 for a free dealership consultation.



Customer Management



Document Management



Parts Inventory



Unit Inventory



Point of Sale



QuickBooks Accounting



Sales & Finance



Service & Technicians

