



Executive Dealer Reporting System

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Positioning: White-labeled dealership reporting and execution layer.

What it is

The Executive Dealer Reporting System is an installed AI operations layer for car dealerships.

It pulls critical information from the places dealerships already live in, then turns that into clean, recurring management outputs.

Instead of managers and owners chasing reports across the DMS, CRM, service software, ad platforms, and spreadsheets, the system produces the briefing layer automatically.

What it does

At a high level, it does four things: - **monitors** key dealership systems and recurring inputs - **translates** raw data into executive-grade daily and weekly reports - **highlights** exceptions, misses, bottlenecks, and money leaks - **delivers** the right version of the information to the right audience

Best-fit dealerships

Best fit: - single-point dealers with inconsistent reporting discipline - multi-rooftop operators who need standardized owner visibility - stores with heavy ad spend and weak lead accountability - groups with aged inventory problems, service underperformance, or finance leakage

Core business problems it solves

Dealerships usually do not need more raw data. They need faster visibility into what matters.

Typical pain points: - owners do not get one clean morning operating read - lead sources are expensive but poorly attributed - aged inventory ties up cash and gets managed too late - service performance is important but buried in multiple views - finance and back-end gross leakage is noticed after the fact - reporting quality changes depending on who built it that day

Best first reports to sell

1. Daily Dealer Executive Brief

A clean owner / GM read for yesterday, today, and what needs action.

2. Lead-to-Sale Funnel Report

Lead source accountability, appointment discipline, show rate, and close rate.

3. Inventory Aging and Pricing Exceptions Report

Used inventory aging, stale units, recon bottlenecks, and pricing misses.

4. Service Lane Performance Report

RO count, ARO, labor performance, advisor performance, and service bottlenecks.

5. Finance and Back-End Gross Report

Back gross, product penetration, funding delays, and finance exception tracking.

Best first package to sell

The best first commercial bundle is: - Daily Dealer Executive Brief - Lead-to-Sale Funnel Report - Inventory Aging and Pricing Exceptions Report

Why this bundle wins: - it is easy for an owner or GM to understand - it touches revenue, margin, and capital efficiency fast - it creates a strong upsell path into service, finance, and marketing accountability

Why a buyer should care

The pitch is not "AI reporting."

The pitch is:

We install a system that watches the dealership, produces executive-grade reports automatically, and keeps ownership and management focused on the few numbers and exceptions that actually move profit.

Typical data sources

Potential sources include: - DMS - CRM - website lead forms - ad platforms - call tracking - service scheduler / RO systems - inventory / pricing feeds - lender or finance spreadsheets - reputation / review platforms

Short version

This is a dealership operating visibility product.

It reduces admin drag, improves management visibility, and gives owners cleaner control over sales, inventory, service, and finance performance without adding another layer of manual reporting.