



MASTERING BUY-SELL RETENTION RULES AND TACKLING DMS DATA CONVERSION CHALLENGES

Planning ahead for your data after the deal is done.

June 2025

ABOUT THE SPEAKERS



Speaker Name: Joseph Green

Role: VP of Operations

Location: Indianapolis, IN

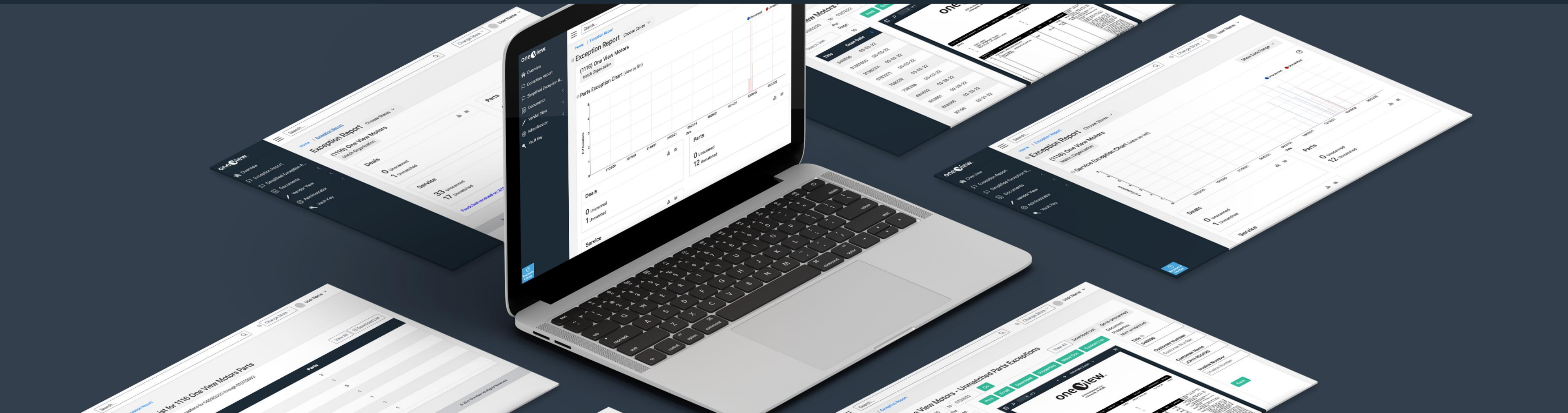


Speaker Name: Travis Peterson

Role: VP of Product, One View

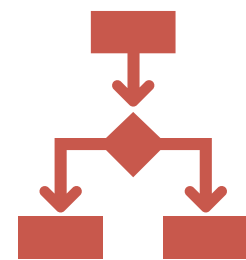
Location: Indianapolis, IN

ABOUT ONE VIEW



One View is an industry-leading data management company, specializing in the automotive industry for over 25 years. One View's suite of dealership focused solutions include enterprise document management, data archiving, vendor management and DMS data conversions.

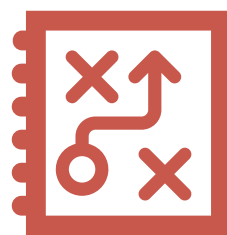
WHAT WE'LL COVER



Current
Buy/Sell Market



Types of Data to
Manage by
Department



Data Retention
Timeline



Data Conversion
Red-Flags



Q&A
Session



THE BIG QUESTION:

**“WE SOLD THE
DEALERSHIP,
NOW WHAT?”**



DEALERSHIP BUY/SELL MARKET

Dealerships are still changing hands frequently in the post-COVID market.

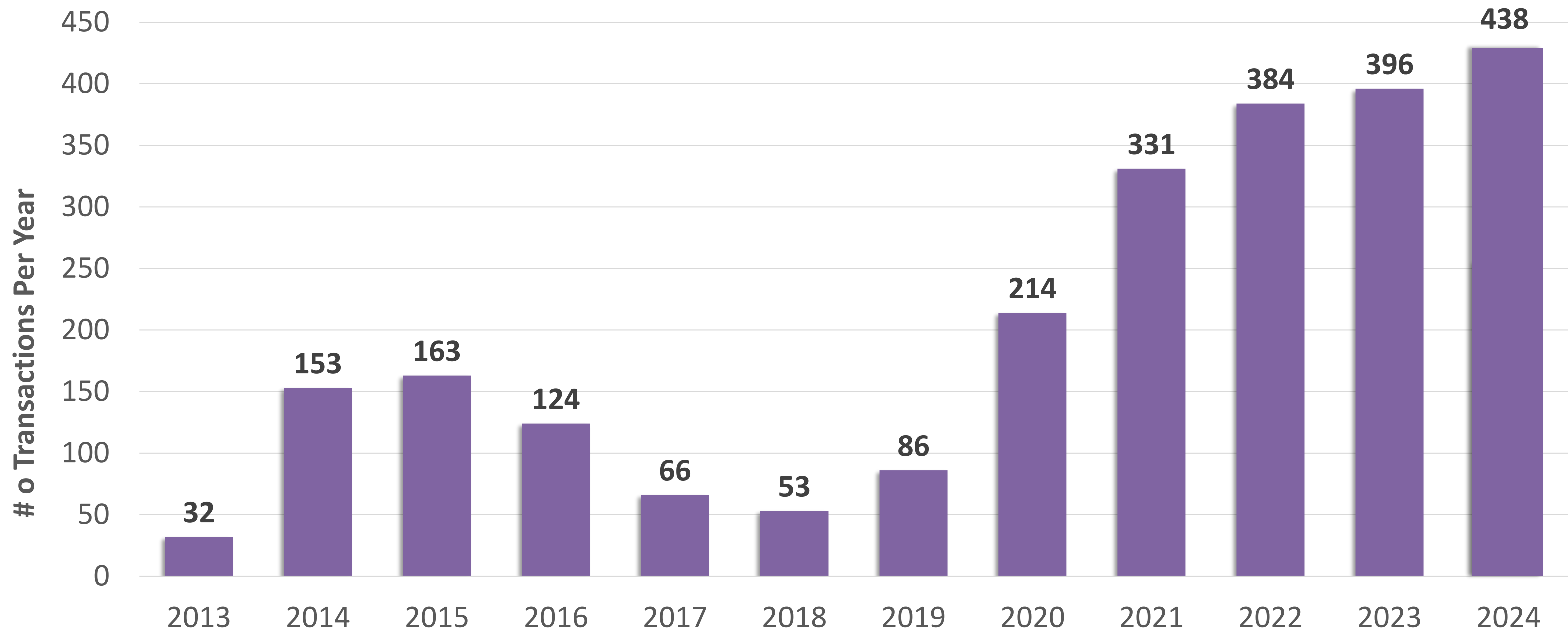
According to 2024 Kerrigan Blue Sky Report, despite blue sky values dropping from 2022, the value of dealer real estate and overall profitability is still driving buy/sells.

Dealers are looking to buy and/or sell dealerships because of:

- Continued high value multiples, especially luxury brands
- Availability of cash from recording setting profits
- Increased compliance/security regulations
- Lack of trust in OEM (25% of surveyed indicated no trust in OEMs)
- Generational transitions leading to industry exits

<https://www.kerriganadvisors.com/our-reports/blue-sky-report>

HOW MANY BUY/SELLS BY YEAR



<https://www.autonews.com/buy-sell>

ABOUT ONE VIEW

One View saw a **61% increase** in data conversion jobs post COVID prior to the same 5 year period pre-COVID.

- AutoMate
- BlueBird/RentWorks
- CDK - DSDA
- CDK Dash
- CDK Flex
- ComputerEase
- CT Wizard
- DealerTrack
- DealerTrack - Reflections
- ETFile
- Internal Server
- Karmak
- MPK
- Paycom
- PBS
- ProQuotes
- Quorum
- Reynolds - IDM
- Reynolds - Kodata
- Reynolds Power/UCS
- Scan123
- Serti
- Tekion

DIFFERENT TYPES OF DATA REQUIRED

After a buy/sell, it's important to understand what data must be retained from each department. A few questions to ask are:

- What data/documents do I have?
- What are the franchises rules?
- What are the state and federal government rules?
- What format is the data in?
- How long do I have to keep this?



ACCOUNTING

Documents to Retain	Retention Period	Potential Risks/Liabilities
IRS Auditable Reports (GL, Schedules, Journals, Trial Balance, etc.)	8 years	IRS Audits
A/R and A/P Documentation	8 years	Audit or Legal Inquiry
Operational Records (Bank Statements, CC Statements, Cash Receipts, etc.)	5 years	Audit or Legal Inquiry
Financial Statements	8 years	Audit or Legal Inquiry
Tax Returns and Tax Related Documentation	6 years	Audit or Legal Inquiry

*Information provided is for general purposes and may not be fully accurate or comprehensive

FIXED OPERATIONS

Documents to Retain	Retention Period	Potential Risks/Liabilities
Repair Order Documentation (Warranty Copies)	5 years	Manufacturer Warranty Audit
Repair Invoice (Accounting Copy)	3 years	Sales Tax Audit
Parts Invoices (Accounting Copy)	3 years	Sales Tax Audit
OSHA and Safety Records	6 years	Audit
Technician Time-Cards	3 years	Manufacturer Warranty Audit

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SALES/ F&I

Documents to Retain	Retention Period	Potential Risks/Liabilities
Deal Jackets	Up to 10 years	Audit or Legal
Dead Deal Jackets	3 years	Audit or Legal
F&I Products (GAP, Extended Warranty, etc.)	Up to 10 years	Cancellation
Credit and Compliance Docs	3 years	GLBA/FTC Audit
Document Related to Sale	2 years	FTC CARS Rule

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HUMAN RESOURCES

Documents to Retain	Retention Period	Potential Risks/Liabilities
Personnel Records (Payroll File, Personnel File, Medical File)	>= 4 years	Employee Access, Audit or Legal Inquiry
Termination Documents (Including any files related to potential discrimination cases)	>= 4 years	ADA, ADEA, Title VII, EEOC, FMLA
Employment Agreements	>= 4 years	ADA, ADEA, Title VII, EEOC, FMLA
Benefits Documentation	6 years	ERISA, IRS/DOL audit
Payroll Records	3 years	FLSA, ADEA, Audit

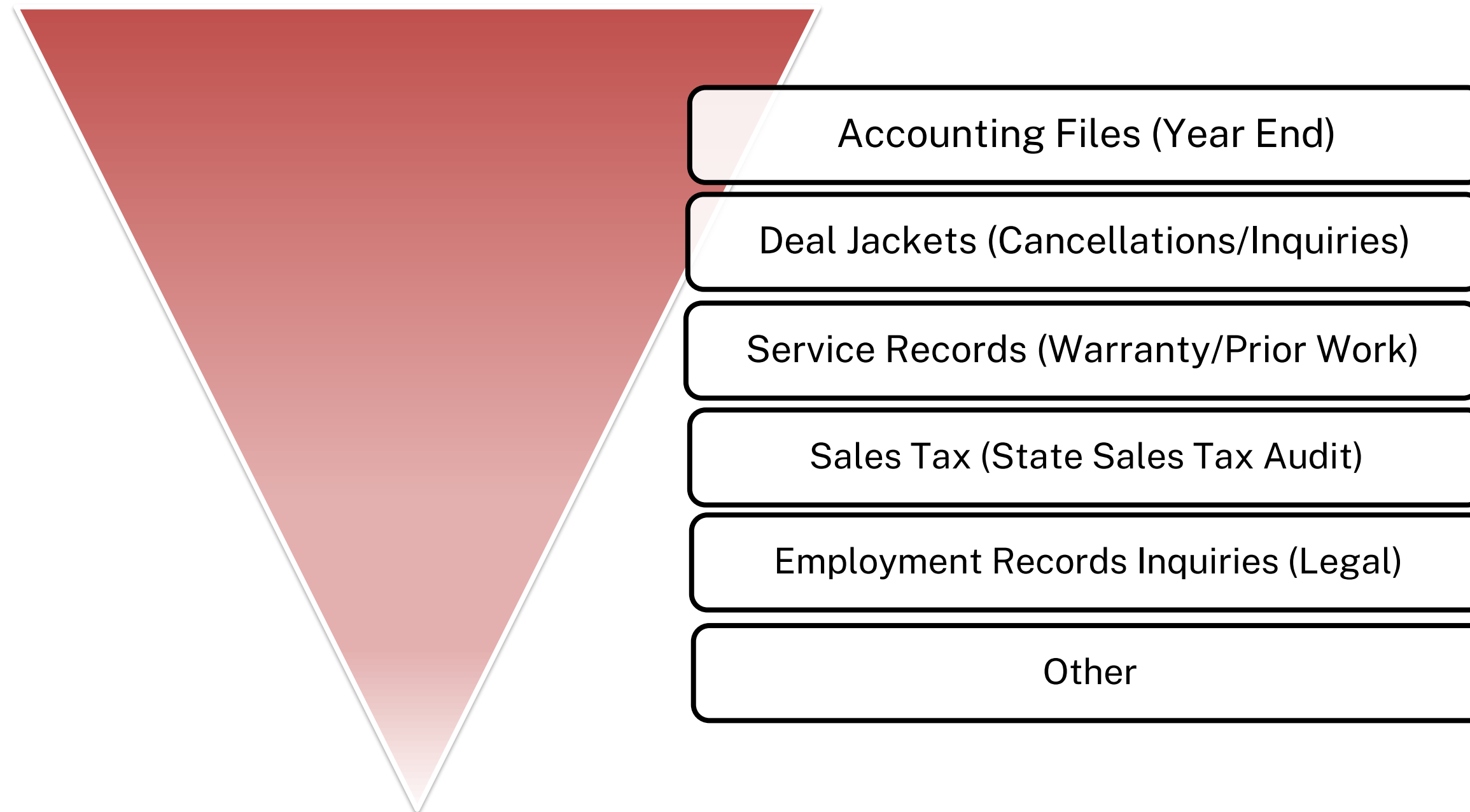
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CORPORATE

Documents to Retain	Retention Period	Potential Risks/Liabilities
Business Certificates	Permanently	
Ownership Documentation	Permanently	
Insurance Policies	Permanently	Historical Claims
Real Estate Records	Permanently	

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FREQUENCY OF RETRIEVAL



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CASE STUDY

SINGLE POINT MIDWEST DEALER

Despite the lucrative value of the dealership at sale, the ongoing expense and headache continues to eat away profits

- Over 144 boxes of “who-knows-what” stuck in storage, costing ~\$200/month in storage
- Having to outsource a controller for various tasks, ~\$500/month for past 18 months
- Have required data retrieval from files on average once a month, pays someone search for them
- No longer lives in state



RED FLAGS: DATA CONVERSION CHALLENGES



DATA CONVERSION CHALLENGES

1) Data as an Exit Barrier -> Transition to Recurring Revenue

- DMS systems having historical used data ownership and retention as an exit barrier, requiring payout of contract upfront/
- Now moving to recurring revenue model so dealers have access to system for run-down, etc. but ultimately pay for data, at lower cost, for extended period of time.

2) Understand the format the data you get after the fact

- Systems have been pressured to “give back” the data you provide, but that doesn't mean its necessarily useful.
- Many times this can be raw data (such as PDFs and CSVs of the data), sometimes this could be a backup of the data (like an AS400 backup), other times this could be completely absent of certain data

DATA CONVERSION CHALLENGES

3) Beware cautious of "File Tagging"

- Many platforms, DMS, CRM, payroll systems, etc. will incorporate some type of document tagging or file upload. While this feature CAN be helpful to keep things in one place, there is a major downside: **most systems aren't equipped or expecting to provide this data back to customer.**
- Most SaaS systems' exit process is: "if you want it, get it before it goes away". This puts the ownership of the transition project *on the customer*, which could be so large of a project that it prevents someone from transitioning to a new system. While this may be okay for an operating dealership, if you sell the store, this can really lead to trouble with paying for continued access.

DATA CONVERSION CHALLENGES

4) Understand what is and isn't being archived each month

- Many dealers, controllers, and CFOs assume their data is being archived — but often it's not.
 - Example: A 5-store group using CDK Digital Deal Jackets never activated the “sync” from Drive to DSDA.
 - Files were accessible in Drive while DMS was active — but disappeared post-exit.
 - CDK has been unable to recover them over 6 months later.
- Key Risk: Data may appear available during daily use but isn't included in long-term storage.

Action Item: Regularly verify which reports and documents are actually being archived — don't wait until after a sale.

DATA CONVERSION CHALLENGES

5) You're not as important as you think you are (at least to your DMS!)

- Dealers fall into the trap that if they've been with a system for years, that system will be amenable and prioritize them. That isn't always the case, especially larger enterprises. Planning ahead of the transition can be critical in saving time, money, and heartache.

6) The Evitable Time Rush

- Typically most dealers will be calculated when they decide to switch DMS (or other core technology) systems.
- Buy/Sells can creep up at any time. If the offer is too good to pass up, you won't. But with that being said - this can cause a massive challenge if you aren't being prepared to retain your data. Early planning = shorter window to cleaner cut ties.

DATA CONVERSION CHALLENGES

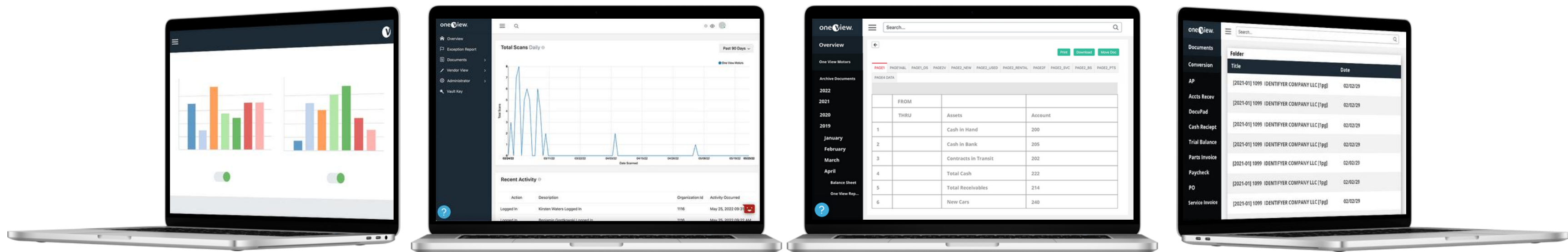
7) Plan for Controller Offboarding During a Buy/Sell

- Don't assume your long-time controller will stay on or help post-sale — especially not without a formal agreement.
- In most cases, expect 3–6 months of financial run-down and transitional reporting after the sale closes.
- Key considerations:
 - Is the controller joining the new ownership group?
 - Are they retiring or stepping away?
 - Will they be available and willing to support the transition?
- Action Item: Define the offboarding process before the deal closes. Set expectations for workload, access, and compensation.

HOW TO PROACTIVELY PLAN

If a dealership will be potentially sold (or just want to be prepared, a few recommendations are:

- Design a data offboarding plan – recognize how you will get data from your various systems
- Digitize, digitize, digitize – the more you have in electronic format, the less you must keep physical
- Determine post-buy/sell resources – what personnel will you need to rely on?
- Maintain a redundant copy of your data (when possible)
- Define your retention timelines – consult with state. 10 years is usually the ceiling
- The earlier you plan, the better you'll be!



oneview®

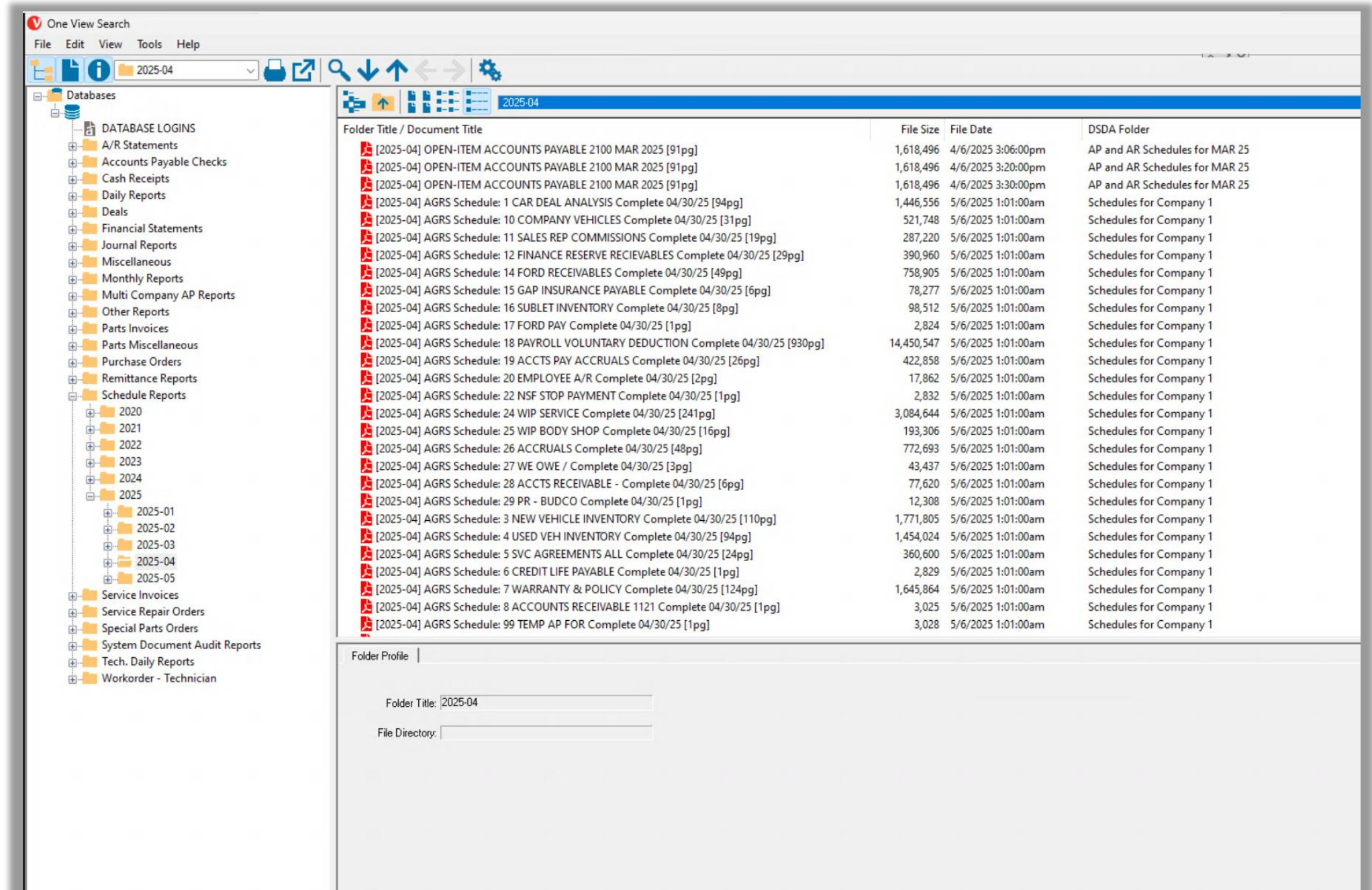
One Place to View All Your Dealership Documents

Document Management | Data Archiving | Vendor Management | DMS Conversions

ONE VIEW – DATA CONVERSION SERVICES

One View Data Conversions:

- Cost Effective
- Time-effective
- Available in desktop viewer and/or online hosted solutions
- Able to convert current systems or historical platforms



The screenshot displays the One View Search application. On the left is a file explorer tree under 'Databases' with categories like 'DATABASE LOGINS', 'A/R Statements', 'Accounts Payable Checks', 'Cash Receipts', 'Deals', 'Financial Statements', 'Journal Reports', 'Miscellaneous', 'Monthly Reports', 'Multi Company AP Reports', 'Other Reports', 'Parts Invoices', 'Parts Miscellaneous', 'Purchase Orders', 'Remittance Reports', 'Schedule Reports', and 'Workorder - Technician'. The 'Schedule Reports' folder is expanded, showing years 2020 through 2025, with 2025 further broken down into months 01 through 05. The main pane shows a list of files for the selected folder '2025-04'. The table has columns for 'Folder Title / Document Title', 'File Size', 'File Date', and 'DSDA Folder'. The files listed are various AGRS Schedules and other reports, all dated 04/30/25, with file sizes ranging from 3,028 to 14,450,547 bytes. The DSDA Folder column indicates they are 'Schedules for Company 1' or 'AP and AR Schedules for MAR 25'.

Folder Title / Document Title	File Size	File Date	DSDA Folder
[2025-04] OPEN-ITEM ACCOUNTS PAYABLE 2100 MAR 2025 [91pg]	1,618,496	4/6/2025 3:06:00pm	AP and AR Schedules for MAR 25
[2025-04] OPEN-ITEM ACCOUNTS PAYABLE 2100 MAR 2025 [91pg]	1,618,496	4/6/2025 3:20:00pm	AP and AR Schedules for MAR 25
[2025-04] OPEN-ITEM ACCOUNTS PAYABLE 2100 MAR 2025 [91pg]	1,618,496	4/6/2025 3:30:00pm	AP and AR Schedules for MAR 25
[2025-04] AGRS Schedule: 1 CAR DEAL ANALYSIS Complete 04/30/25 [94pg]	1,446,556	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 10 COMPANY VEHICLES Complete 04/30/25 [31pg]	521,748	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 11 SALES REP COMMISSIONS Complete 04/30/25 [19pg]	287,220	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 12 FINANCE RESERVE RECIEVABLES Complete 04/30/25 [29pg]	390,960	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 14 FORD RECEIVABLES Complete 04/30/25 [49pg]	758,905	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 15 GAP INSURANCE PAYABLE Complete 04/30/25 [6pg]	78,277	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 16 SUBLET INVENTORY Complete 04/30/25 [8pg]	98,512	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 17 FORD PAY Complete 04/30/25 [1pg]	2,824	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 18 PAYROLL VOLUNTARY DEDUCTION Complete 04/30/25 [930pg]	14,450,547	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 19 ACCTS PAY ACCRUALS Complete 04/30/25 [26pg]	422,858	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 20 EMPLOYEE A/R Complete 04/30/25 [2pg]	17,862	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 22 NSF STOP PAYMENT Complete 04/30/25 [1pg]	2,832	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 24 WIP SERVICE Complete 04/30/25 [241pg]	3,084,644	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 25 WIP BODY SHOP Complete 04/30/25 [16pg]	193,306	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 26 ACCRUALS Complete 04/30/25 [48pg]	772,693	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 27 WE OWE / Complete 04/30/25 [3pg]	43,437	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 28 ACCTS RECEIVABLE - Complete 04/30/25 [6pg]	77,620	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 29 PR - BUDCO Complete 04/30/25 [1pg]	12,308	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 3 NEW VEHICLE INVENTORY Complete 04/30/25 [110pg]	1,771,805	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 4 USED VEH INVENTORY Complete 04/30/25 [94pg]	1,454,024	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 5 SVC AGREEMENTS ALL Complete 04/30/25 [24pg]	360,600	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 6 CREDIT LIFE PAYABLE Complete 04/30/25 [1pg]	2,829	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 7 WARRANTY & POLICY Complete 04/30/25 [124pg]	1,645,864	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 8 ACCOUNTS RECEIVABLE 1121 Complete 04/30/25 [1pg]	3,025	5/6/2025 1:01:00am	Schedules for Company 1
[2025-04] AGRS Schedule: 99 TEMP AP FOR Complete 04/30/25 [1pg]	3,028	5/6/2025 1:01:00am	Schedules for Company 1

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Q&A SESSION

**HAVE MORE
QUESTIONS?
CONTACT US!**

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