

Gillrie

CONSULTING

Who is Gillrie?

- 30+ years of experience
- 5,000+ clients
- Track pricing across 300 vendors
- Venture Capital research
- NADA Speaking
- Industry Consultant

Who is Gillrie?

DMS Consulting

Initial Review

- Current state
- DMS Landscape
- Vendor Selection
- Demo Preparation
- Demo Questions

Configuration

- Proposal Analysis
- Side-by-Side
- Benchmarks
- Product Discussion

Negotiation

- Successful Tactics
- Pricing Benchmarks
- Contract Terms
- Final Review

Monitoring

- Contract vs. Bill
- Bill Review
- New Products

Who is Gillrie?

Buy/Sell

Offer Analysis

- Pricing breakdown
- Contract terms
- Configuration

Negotiation

- Contract buyout
- Term length
- System change

Software Review

Analysis

- Benchmark pricing
for both DMS and all
3rd Party
- Software suite

Recommendations

- Avoiding overlap
- Duplicate
functionality
- Bundled savings

DMS Vendor Update



- In 2025, 28.4% of CDK customers didn't renew

Vendor	Wins
Tekion	41.3%
Dealertrack	24.1%
Reynolds	20.6%
PBS	13.7%

CDK	Data
Average Rooftop	\$14,700
Average Term Length	56
Group Size	3.8

- In 2025, 17.2% of R&R customers didn't renew

Vendor	Wins
Tekion	13.7%
PBS	3.4%

R&R	Data
Average Rooftop	\$16,318
Average Term Length	62
Group Size	3.0

Tekion

- We saw zero customers leave Tekion in 2025
- All customers came from CDK and R&R
- Customers consistently removed 3rd party applications
- The ability to have one process was a selling point

Tekion	Data
Average Rooftop	\$11,307
Average Term Length	43
Group Size	7.6

Others

- Dealertrack
- PBS
- Dominon
- Dealerbuilt
- Auto/Mate

Gillrie

CONSULTING