



UNLOCK ENDLESS POTENTIAL

WITHIN YOUR INVENTORY

dealerslink.com



STEP INTO THE FUTURE WITH **DEALERSLINK**

“Our revolutionary platform is designed to turbocharge your dealership’s efficiency and profitability. Imagine having the power to make smarter, faster decisions with state-of-the-art true-market data at your fingertips. With Dealerslink, you’re not just keeping up with the auto industry; you’re leading it.”

– Mike Goicoechea CEO / Founder



Mike Goicoechea
CEO / Founder

BY THE NUMBERS

 **Dealer Users**
27,361

 **Years of Growth**
+18

 **Customer Satisfaction**
99.6%

100% EMPLOYEE-OWNED, 100% COMMITTED TO YOUR SUCCESS

Choosing Dealerslink means choosing a partner dedicated to your dealership's growth and success. With our unique toolkit, no long-term contracts, and an unwavering commitment to your needs, we're not just a service provider; we're a committed partner for the long term

WHAT'S NEW

LATEST INNOVATIONS

.01

F&I PROFIT INTEGRATION

Critical back-end and front-end DMS Profit Data are combined for a complete view of transactions, enabling dealers to strategically manage inventory and make informed acquisition decisions.

.02

AI PROFIT MARGINS

Advanced AI modeling learns which vehicles generate the most profit at your dealership and automatically adjusts suggested profit targets to maximize earnings and prevent underpricing.

.03

AI DESCRIPTION BUILDER

Boost efficiency with our automated AI Description Builder - authentic, accurate, engaging content that drives conversions.

.04

RECONCLOUD

A high-powered app offering an uncomplicated way to manage reconditioning. It's just what you need to run your recon department.

.05

FASTBOOK X

Fully redesigned for speed and efficiency, FastBook X offers advanced competitive pricing sets and a user-friendly interface, setting new standards in appraisal accuracy and ease.



78%

Updates dedicated to
dealer requests.

Inventory Management

Leverage top-tier market data to optimize your dealership's vehicle management, from precise stocking to effective marketing, driving sales and profit growth. Harness historical and regional data for strategic vehicle selection and efficient online and in-person appraisals. Enhance your online marketing with automatic OEM Incentives updates, engaging listings, and interactive features like 360° spins.

COMPETITION VIEW

Real-time MSRP, retail and wholesale market analytics based on hyper-local sales data to ensure competitive pricing.

STOCKING RECOMENDATIONS

A variety of historic DMS sales and live market data points generate customized stocking recommendations for maximum profitability.

OEM REBATES AND INCENTIVES

Streamline the management of factory incentives and rebates with automatic, real-time updates to your website and third-party platforms.

FASTBOOK X

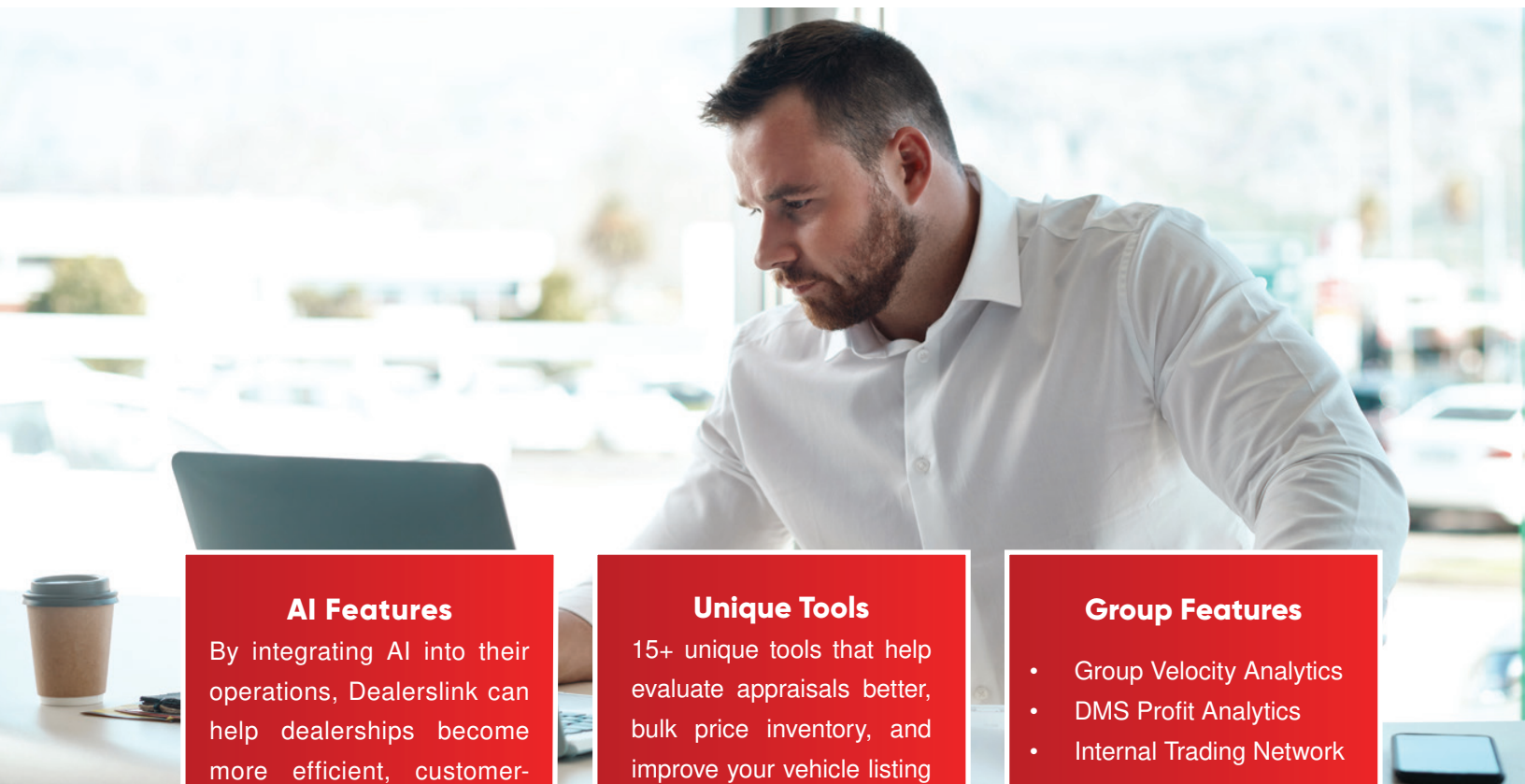
With its 100% rebuilt core and user-friendly interface FastBook X delivers faster, more efficient appraisals than ever before.

MERCHANDISING AND SYNDICATION

Enhance your process with automated AI descriptions, OEM data, and photo management. Increase visibility with dynamic marketing and online integrations.

IMPEL PARTNERSHIP

Take your vehicle displays to the next level thanks to Impel, the leading provider of 360-degree walk arounds.



AI Features

By integrating AI into their operations, Dealerslink can help dealerships become more efficient, customer-centric, and profitable.

Unique Tools

15+ unique tools that help evaluate appraisals better, bulk price inventory, and improve your vehicle listing performance.

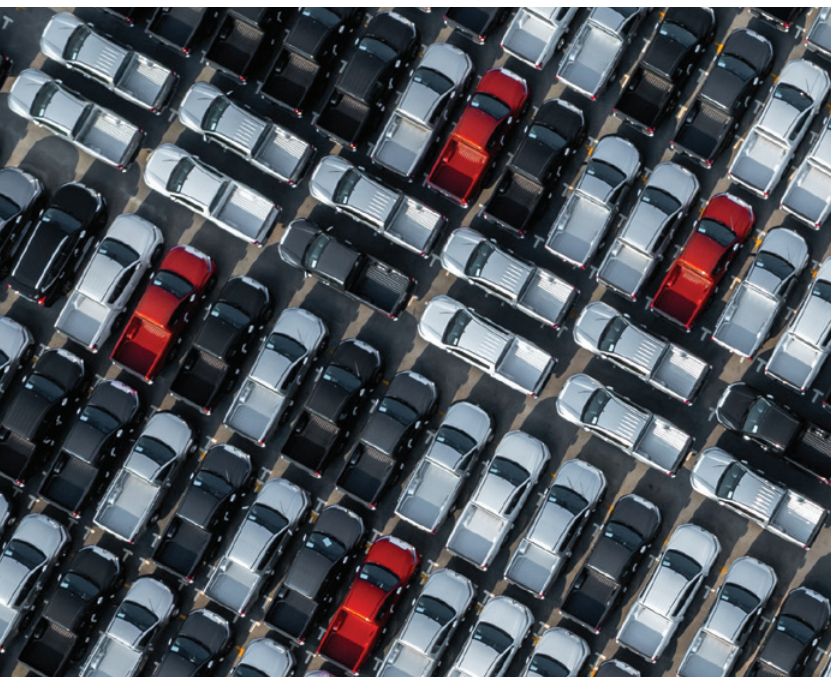
Group Features

- Group Velocity Analytics
- DMS Profit Analytics
- Internal Trading Network

INVENTORY ACQUISITION

Streamlined

Access a vast selection of over 350,000 used vehicles through Dealerslink. Search and purchase directly from a network of dealers or explore multiple dealer auctions simultaneously.



1,000's of Retail-Ready Vehicles Available Now



Marketplace

Members can buy, sell, trade, on over \$1 billion in retail-ready vehicles. The dealer-direct platform offers access to over 50,000 units, on demand, 24/7, with no buy or sell fees.



Auction Search

AuctionLink makes sourcing vehicles faster and easier by offering refined searches for Manheim, Ally Smart Auction and over 200 Independent auctions. Export run lists to bring to the sales or email it to your wholesale buyers.



Live Auction

Engage in an online dealer-to-dealer auction with real-time bidding and no buy or sell fees. All vehicles are offered below wholesale and include detailed Dealerslink condition reports.

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Typically, we're able to supplement our sales with 30-40 units a month using Dealerslink.

Cam Stewart

Managing Partner / Lake Norman Hyundai



How would an extra 30-40 units a month look at your dealership?



Scan QR code to learn more.



FASTER TIME TO FRONT LINE

ReconCloud

Welcome to the future of reconditioning efficiency with ReconCloud, the all new app from Dealerslink. This high-powered app offers a streamlined and straightforward approach to managing the reconditioning process at your dealership.

With its user-friendly interface and real-time tracking, you can monitor every car's progress from start to finish, empowering your recon team to tackle delays head-on.



EFFORTLESSLY TRACK EVERY CAR

Empower your entire recon team with ReconCloud. Easily scan cars at the start of work, monitor progress, and gain real-time location insights. Say goodbye to headaches and hello to a clear picture of every car's progress.

IDENTIFY AND RESOLVE BOTTLENECKS

Efficiently identify bottlenecks in your reconditioning process. By pinpointing areas of delay, you can optimize your workflow, reduce reconditioning timelines, and streamline your entire process.



Scan QR code to learn
more about ReconCloud



MORE THAN A TOOL

Why Dealerslink?

Dealerslink was founded by car dealers because they needed better tools. Tools that didn't exist until we built them. Every single feature we design is based on a need from real dealers, in real dealerships, trying to improve their business. That's what we've been doing for almost 20 years, and we will be for at least 20 more. Let's team up!

SWITCH AND SAVE

Compare Dealerslink

Dealerslink offers unprecedented access to the most advanced market data and functionality on one platform, that is simple, fast, and cost-effective. Compare Dealerslink to your current platform and get \$100.



Scan QR code to compare Dealerslink to your current platform and get \$100.



Success Stories - All Star Ford

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First and foremost, relationships are everything and I think that at Dealerslink they place an emphasis on relationships.

Marianna Varela

Marketing Director / All Star Auto Group



Scan QR code to watch.



dealerslink
connect to profit

In a rapidly evolving market, Dealerslink stands at the forefront, offering revolutionary solutions tailored for modern dealerships. Our suite of tools, designed by industry experts, transforms every facet of dealership management—from intelligent inventory optimization to dynamic pricing and personalized customer engagement. Embrace the power of Dealerslink and unlock unparalleled efficiency, accuracy, and profitability in your inventory operations.

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