



## AUTOMOTIVE DEALERS



# ROSENFELD DEALER DIAGNOSTICS DealerScorecard

## YOU CAN'T MANAGE WHAT YOU CAN'T MEASURE.

Our DealerScorecard unlocks the power of the data from your DMS by providing dynamic comparison options against variables such as historical data or relevant competitors. It measures financial ratios and key performance indicators against industry benchmarks. Review your own rooftops against each other to find operational improvements. The results are impressive and enlightening. Using this program over time will improve the performance and efficiency of any dealership!



KPI'S TO MEASURE  
AND IMPROVE  
OPERATIONS



ENDLESS OPTIONS  
OF COMPARISON  
CUSTOMIZATIONS



CAN BE USED ONCE  
FOR ANALYSIS OR  
LONG TERM FOR  
OPERATIONAL REVIEW