



Dealership Data, Reimagined.

Get more out of your equity mining with Dealer Wizard.



Intuitive interface for easy data management.



Integrates with any DMS and CRM



Accessible from any device



SMS Alerts & Push Notifications



Dedicated Account Manager

Sell More Units, Generate More Gross, Retain More Customers

Dealer Wizard's proven technology is the Industry Standard in first-party data mining.

First Party Data On-Demand.

We automatically analyze thousands of customer data points in your DMS and reduce it to its essential elements to help you isolate customers that are in an optimal position to trade, as well as help you source quality pre-owned vehicles for your inventory.

Our proprietary lead scoring mechanism better organizes your team by providing them with a daily work plan. Plus, one-on-one support from a dedicated account manager that will consult with you and your team to ensure you are maximizing your return.

PERSONALIZED MARKETING CAMPAIGNS

Capitalize on turnkey campaigns to efficiently reach monthly goals. Our dedicated Account Managers consult with dealers monthly on campaign messaging and execution.

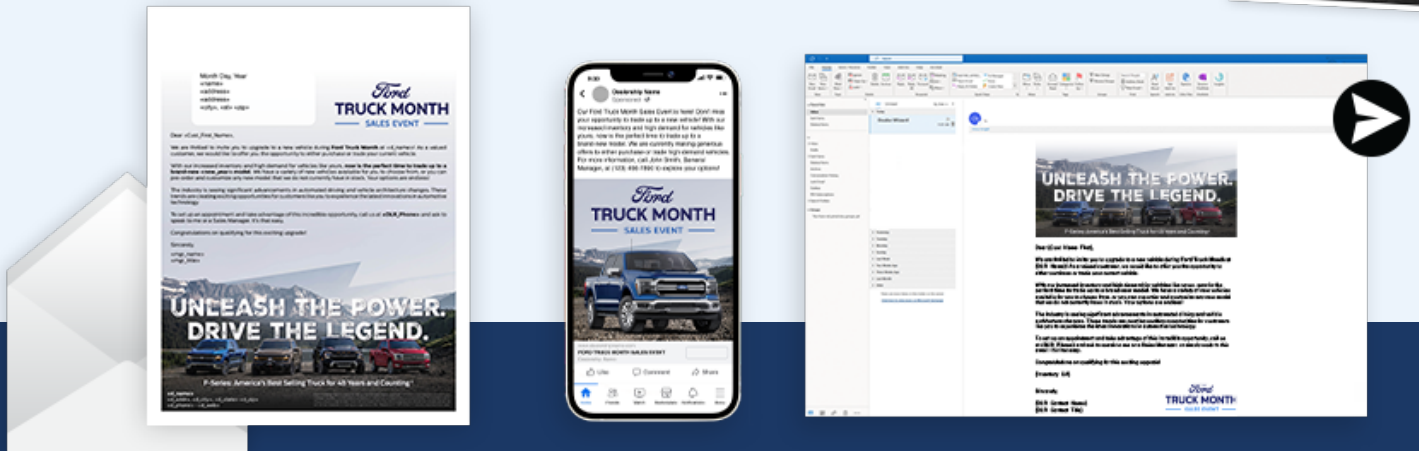
Targeted monthly mailers

Social Media Marketing

Email Blast Campaigns

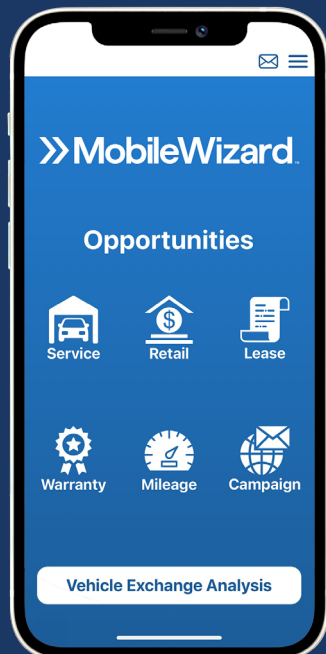
OEM Aligned Campaigns

View Ford Omni-channel Marketing Options >



DEALER WIZARD AT YOUR FINGERTIPS

Extend your showroom beyond a brick & mortar. Mobile Wizard brings Dealer Wizard's power to your fingertips, allowing you to secure a deal anywhere.



1. Capture the VIN with Mobile Wizard.

2. Generate an instant equity analysis.

3. Present next vehicle recommendations.

4. Sell a car.



AUTOMATED EQUITY MINING

Dealer Wizard is your solution for protecting and retaining your most valuable asset – your owner base. Our proprietary technology automatically analyzes the full scope of your DMS 24/7 and alerts you to owners with the highest probability of repurchasing. Right car. Right customer. Right now.

Service Drive Opportunities

Receive real-time alerts for customers in your service lane that are in an optimal position to trade based on their equity.

Mileage Opportunities

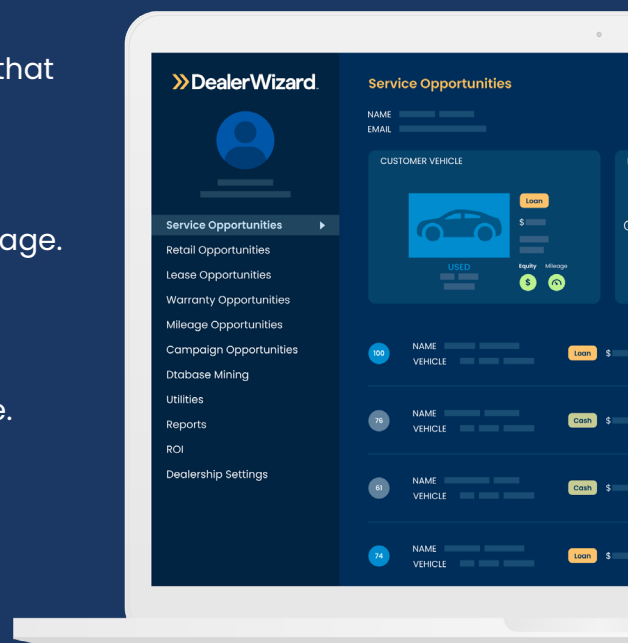
Easily identify customers in your DMS that have excessive mileage.

Lease Opportunities

Reengage customers in your database that have a near term lease expiration date or have exceeded their contract mileage.

Warranty Opportunities

Isolate customers that have exceeded the OEM powertrain (one word) warranty for second chance vehicle service contract sales opportunities.



360° PERFORMANCE METRICS

Departmental Snapshots

With our software, implement custom dealer-specific KPIs to identify and alert you before a negative trend becomes status quo.

Inventory Management

Our proprietary software identifies market trends, makes recommendations, forecasts and manages inventory for you.

Custom Reports

Manage your operation by utilizing our visually intuitive statistics and reports.

AVERAGE DEALER CLIENT IMPACT (June 2025)

17

Average Monthly
Incremental Sales

+\$286

New Car Gross
Above Industry Average

+\$330

Used Car Gross
Above Industry Average

25%

Faster Turn Rate
Than Industry Average

\$117

Average Cost
Per Sale

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