

Carland Group

The Carland Group Taps into Dealertrack DMS to Consolidate Accounting and Gain Significant Cost Savings

Part of the Roswell, Georgia community for more than 40 years, the award-winning Carland Group includes a Honda dealership, an Acura dealership and a Honda service center. With more than a decade of experience as the auto group's controller, Corinne Smith played a pivotal role in the transition to Dealertrack DMS four years ago—a move driven by the need to reduce costs and streamline operations. Smith says that Dealertrack's consolidated accounting feature now greatly simplifies her work by automating inter-company reconciliations, making the accounting process more efficient.

The flexible contract terms and competitive pricing of Dealertrack DMS were a significant factor in the dealer group's decision to switch. They also appreciated the reliability of Dealertrack's data, backed by years of successful implementations and support from their dedicated performance manager.

"We switched because our previous DMS charged us for every little thing—it was much more affordable with Dealertrack."

– Corinne Smith, Controller, The Carland Group

The Opentrack platform on Dealertrack DMS allows The Carland Group to connect with their third-party vendors and other Cox Automotive solutions without added fees. Plus, Dealertrack DMS eliminates the need to lease proprietary hardware or pay per user for system access, resulting in significant cost savings. Corinne Smith estimates that they save approximately \$40,000 per month with Dealertrack DMS, far exceeding the average \$30,000 annual savings reported by other Dealertrack customers.



Challenges

- High vendor integration fees.
- Time-consuming accounting across multiple stores.
- Limited support and dealership knowledge from other providers.
- Slow DMS onboarding for new staff.

Solutions

- 375+ OEM integration points allow dealerships to seamlessly connect with OEMs, lenders, Cox Automotive solutions and 220+ certified vendors.
- This level of connectivity is something we couldn't find with competitive solutions.
- Manage all accounting for multiple locations on one screen, reducing month-end close times and making reconciliation easy across multiple rooftops.
- The intuitive DMS is supported by dedicated training teams and performance managers with deep automotive expertise.
- Ample training and learning resources makes Dealertrack DMS easy to learn and use.

Results

- Carland Group saved up to \$40K/month in integration and other fees across three stores by switching to Dealertrack DMS.
- Received hands-on support during the transition and ongoing help from performance managers to meet their business goals.
- Consolidated Accounting with Dealertrack DMS enables reconciliation and posting for all stores on one screen.
- Training new staff is easier and more efficient with access to an expansive training library.

As a controller, Smith finds the most value in the Consolidated Accounting feature within Dealertrack DMS.

“Consolidated Accounting makes my life 100% easier because I don’t have to reconcile all the intercompany—it just does it all for you in the background, so I don’t have to switch between stores.”

– **Corinne Smith, Controller, The Carland Group**

She especially appreciates the convenience of posting for all stores on a single screen without having to switch back and forth. Also, Dealertrack’s support and performance management teams have driven real results for their business.

Another thing Smith likes about Dealertrack DMS is that it’s easy to train new people to use it. A recent hire in accounts payable was able to start training with the accounts payable and general accounting videos provided by Dealertrack, significantly reducing the need for in-person training. The intuitive design of the award-winning Dealertrack DMS, along with their best-in-class implementation process, ensured a smooth and efficient transition for Smith’s team.

“We’ve been on other top DMS platforms, and Dealertrack really is the easiest to use.”

– **Corinne Smith, Controller, The Carland Group**

Finally, Smith recognizes the value of having a dedicated performance manager with Dealertrack DMS to call in the rare cases when there’s a problem she can’t figure out on her own. Smith says, “If I ask her, she’s on it. She’s very good if we have any questions.” Because Dealertrack DMS leverages the data ecosystem of Cox Automotive, it provides them with insights that others simply couldn’t replicate.



Corinne Smith

Controller, The Carland Group

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