



Don't Just Question the Status Quo. Take Action. Raceway Ford

Could there be a better way?

That was the question nagging South Carolina auto dealer John Isgett every time he'd discuss dealer management system (DMS) providers with fellow members of his Dealer 20 Group. Most of the dealers in his group were running generational businesses passed down from family member to family member. With such a strong auto dealership heritage, they had little reason to question previous decisions.

John was one of the few exceptions and could, therefore, look more objectively at his vendor options. Keeping the status quo just because the dealership had always done something a certain way didn't work for him. As a realist, he wanted the best solution that made the most sense within his budget. He did not want to pay extra for bells and whistles he didn't need and might not ever use.

So in 2000, when he started his dealership, Raceway Ford, in Darlington, South Carolina, he picked Autosoft[®], a premier provider of affordable and adaptable DMS solutions, as his DMS provider. Sixteen years later, he's still using Autosoft and has emerged as one of the company's strongest advocates.



" Autosoft's new platform coming out in 2017 is outrageous. That's what's going to take them to a whole other level. "

– John Isgett, President at Raceway Ford & Chevrolet

Price and Quality Don't Have to Be Tradeoffs

During the recession of 2007-2009, John, like many dealers, had to re-invent his business. He kept his Ford franchise store but lost his Chevrolet franchise as part of the GMC wind-down, and his Chrysler franchise was terminated. When the price of new cars became very close to used car prices, he dropped his used car stores as well.

In the face of a new reality, John quickly rebranded. Within six months, he bought two more franchises (Ford & Chevrolet) to go along with his lone remaining Ford store. All three stores were single-point dealerships with their own service and parts centers.

Because of the economic downturn, unchallenged spending was no longer an option for most dealers, and counting pennies became the norm.

Fortunately for John, Autosoft fit the affordability bill from the get-go and their DMS proved to be a solid, reliable system for keeping track of his receivables, payables, service tickets, and parts inventory. Autosoft delivered on all counts.

For years now, whenever John has been pitched more expensive solutions, he has asked a simple question: "Why is your system worth four times more than what I'm currently paying?" If the sales reps could sell him on the value of the difference, he might be interested. "But they never can," says John. "They can't justify the extra cost."

Why else does John stick with Autosoft? Autosoft offers user-friendly technology and business-friendly terms and conditions. Their philosophy is that your data is yours, not theirs; and, they never require a contract. Instead, dealers can use the Autosoft platform on a month-to-month basis.

"I tell other dealers to give Autosoft a try," says John. "You're not locked into a 10-year or 5-year contract. They have to earn your business every month."

Strong Relationships Carry You Through Thick and Thin

One of the biggest benefits of doing business with Autosoft, according to John, is the size of the company. Autosoft is intimate enough that you can talk to all the senior people but big enough and financially strong enough that they fuel innovation in the marketplace.

John feels that with larger DMS companies, you're just another number and you don't get personalized service. "I'm a relationship person," he says, "and I have a strong relationship with Autosoft."

As a case in point, two years ago Raceway Ford experienced a server crash. John didn't know how he was going to get a new server configured with the Ford and Autosoft settings he needed or how he was going to get all his data moved over to a new server once he had one. John's not a computer person, so he called Autosoft and asked for their help—even though he knew they were not a hardware shop. Autosoft immediately took action. They provided John an estimate, which he accepted on the spot, then purchased the server on his behalf that same day. They pre-loaded it with everything he needed and sent it overnight to him.

"One day we lost our server. The very next day, we were back up and running with a new server," recalls John. "That's what I mean about a relationship, and that's what I'm looking for in a vendor."

" Everything I need to get done, I can get done for a fraction of the cost. "

– John Isgett, President at Raceway Ford & Chevrolet

Staying Ahead of the Game Is Possible

Of course, changing DMS providers is not something a dealer should do lightly. One must first consider the direction the provider is heading. Autosoft has been around for over 25 years and currently has 2,000 car dealerships using their system. They are completely focused on the dealer management system and remain committed to bringing best-in-class solutions to the marketplace at an affordable cost.

To listen to John, the future for Autosoft is even brighter. "I'm so excited about the new platform coming in 2017," he says, "I've already volunteered to be part of the beta team testing it."

Not only does Autosoft deliver the goods for Raceway Ford, but it does so for a fraction of the cost of similar products offered by larger DMS providers. Maybe bigger is not always better.



Autosoft develops and supports a complete dealer management system (DMS) that has been named the Highest Rated DMS from DrivingSales for three years in a row. With affordable month-to-month contracts, Autosoft's DMS improves processes and reduces operating costs in over 2,000 franchised automotive dealerships. Easy to use, affordable, and innovative software helps dealers focus on their customers' needs.