

FINANCIALVIEW™

Driving Dealer Profitability and Competitiveness Through Industry Disruption

HOW TWO AUTOMOTIVE BRANDS USED FINANCIALVIEW TO TURN
DEALER SUPPORT INTO A DATA-DRIVEN STRATEGY THAT DELIVERED
LASTING PROFITABILITY.



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The Challenge

In the months leading up to the COVID-19 pandemic, two major automotive manufacturers faced mounting pressure to improve dealer profitability and competitiveness across their North American network. Dealer performance varied widely, and leadership recognized that boosting Return on Sales (ROS) would require more than top-down directives. To overcome their systemic challenges, each manufacturer sought a scalable, data-driven approach to identify underperforming dealers and support them with targeted, consultative interventions.



The Solution

FinancialView™ Quarterly Prioritization Report

Urban Science worked closely with each brand to launch our FinancialView solution across their dealer networks and leverage it to develop a Quarterly Prioritization Report. Rather than blanket initiatives, **our experts ran 20+ profitability and risk assessment KPIs through an advanced analytical scoring model to evaluate and identify the five lowest performing dealers per district**, ensuring resources were directed where they could drive the greatest lift.

FinancialView™

FinancialView empowers OEMs and dealers to maintain profitability, competitiveness, and network health by delivering clear, actionable financial insights. Through intuitive dashboards and peer benchmarking, users can identify performance gaps and uncover real opportunities to improve operations. With secure, role-based access and real-time planning tools, FinancialView helps users make confident decisions that drive sustainable growth.

The Action

Field Managers for each brand used the report to guide **consultative engagements** with dealer principals, general managers, and controllers. Each brand's sessions focused on uncovering profitability gaps, designing and implementing independently tailored strategies across six key levers.



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Increase Top-Line Sales through Revenue Optimization

- Launch customer retention programs
- Upsell service packages and accessories
- Boost F&I product penetration
- Adjust independent pricing strategies



Reduce Operating Expenses via Cost Control

- Audit expenses and renegotiate contracts
- Optimize staffing and reduce overtime
- Benchmark expense-to-gross ratios



Improve Cash Flow & Gross Margin in Inventory Mgt.

- Improve inventory turn and mix
- Reduce parts obsolescence
- Align floorplan terms with turnover goals



Boost Service Profitability through Fixed Ops Efficiency

- Maximize technician productivity
- Reduce rework rates
- Enhance service scheduling and bay utilization



Drive Higher Conversion and Gross Margin with Sales Process Improvement

- Increase lead conversion and time-to-close
- Train staff on value-based selling
- Improve CRM usage and F&I performance



Connect Spend to Finance and Marketing ROI Goals

- Monitor department-level P&Ls
- Forecast cash flow and profitability
- Shift marketing spend to high-ROI digital channels

By equipping Field Managers with a Quarterly Prioritization Report, each brand revamped field visits from reactive check-ins to data-driven strategy sessions. This enabled consistent execution across each brand's districts, regardless of dealer capability.

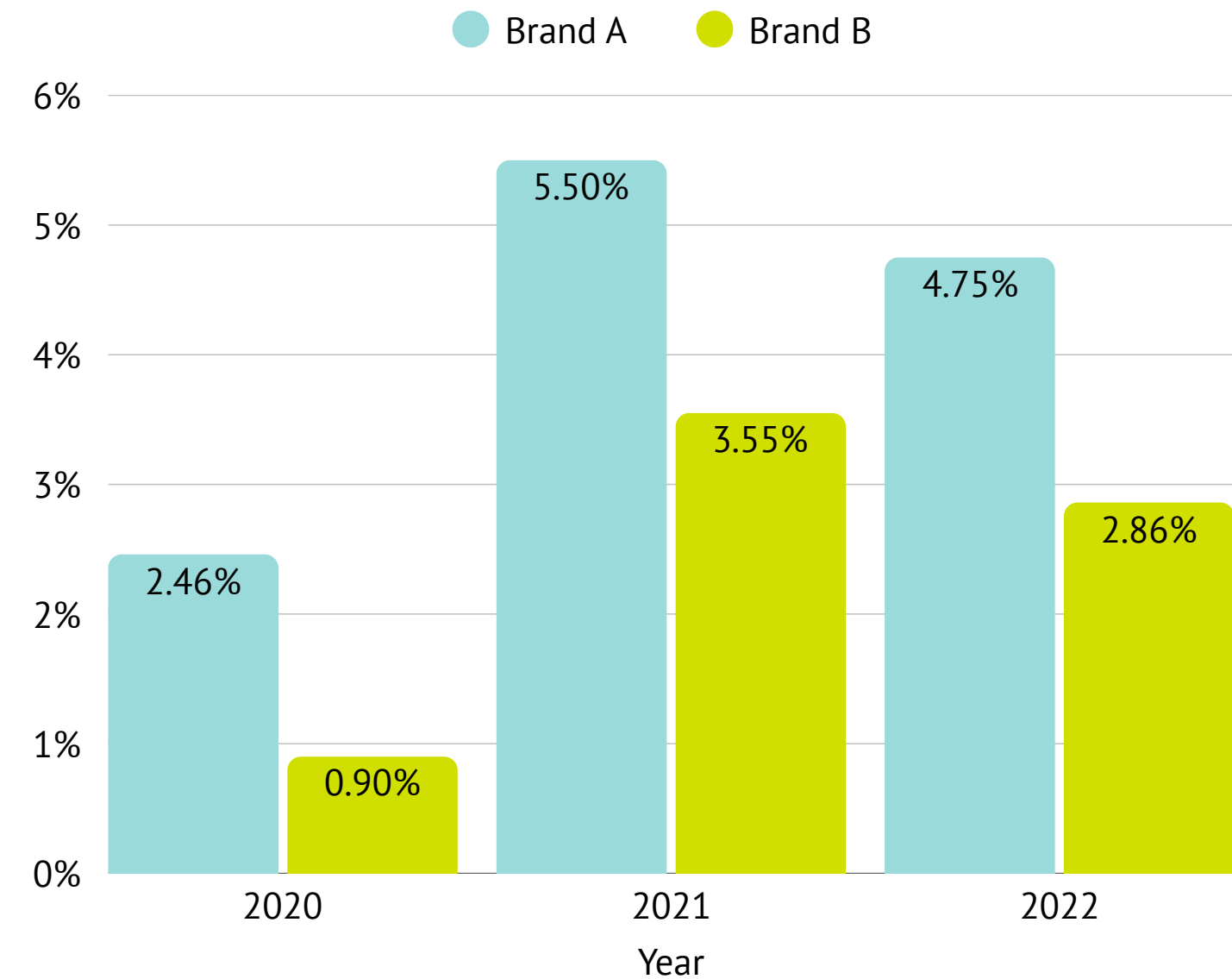




The Results

Despite pandemic disruptions – including inventory shortages and reduced advertising spend – each brand saw significant improvements in Return on Sales:

Return on Sales





Brand A

93%

Return on Sales
Growth

Brand B

217%

Return on Sales
Growth

The results suggest that targeted, data-driven dealer support can yield measurable financial gains, even in volatile markets.

While external factors—such as high demand and minimal advertising during the pandemic—played a role in the initial profitability surge, it was FinancialView™, and specifically its Quarterly Prioritization Report, that established the foundation for lasting improvement. **By continuously delivering accurate, detailed, and actionable data, FinancialView enabled both each brand to move beyond reactive fixes and adopt a strategic, repeatable dealer support process.** This reliable data empowered field teams to proactively identify underperforming dealers, implement targeted interventions, and sustain elevated Return on Sales as market conditions normalized, ultimately building a more resilient and performance-driven network.




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Key Takeaways

- **Network-Wide Profitability Lift:** FinancialView helped each brand quickly spot which dealers were struggling and gave field teams the data and insights needed to help them improve. This led to stronger overall financial performance, even during market change.
- **Smarter, More Productive Field Visits:** Field Managers used FinancialView insights to lead more meaningful conversations with dealers – focused on real data and tailored advice – making each visit more effective.
- **Sustainable Change:** Beyond short-term gains, FinancialView established a repeatable, proactive performance management process, helping the brands build a more resilient and profitable dealer network.



“Urban Science excels at fostering a collaborative and supportive work environment. Their experts are approachable, friendly, and eager to help—qualities that truly stand out. They’re especially strong at providing clear, detailed feedback, which makes it much easier to navigate complex tasks and continue learning. That commitment to helping others grow and succeed is something they do particularly well, and it’s one of the reasons I value working with them so much.”



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Ready to Drive Dealer Profitability?

Let's talk about how FinancialView™ can help your network achieve measurable gains – even in volatile markets. By transforming reactive visits into strategic interventions, FinancialView™ delivers the clarity and consistency needed to drive sustainable profitability across your network.

Connect with an Urban Scientist Today!

Or discover more at UrbanScience.com/financialview

