



## **ABERCORN BUSINESS SALES**

**SUCCESSFULLY SELLING YOUR BUSINESS**



**Enterprise-grade Dealership Management System (DMS) purpose-built for the  
UK motor trade industry- Fully developed with AI integration**

Online Business/ Fully Relocatable

**Asking Price: £150,000**

Reference: CN02-ABS | Confidential Memorandum

**Asking price:** Offer in the region of £150,000

## Outright ownership

Online Business /Fully Relocatable Business

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## 1. Executive Summary

### Overview of the Business

The business comprises a complete, enterprise-grade Dealership Management System (DMS) purpose-built for the UK motor trade industry. The platform provides end-to-end functionality across dealership operations, covering inventory, sales, customer management, workshop, parts, finance, accounting, reporting and AI-driven automation.

Developed from the ground up, the system is production-ready, fully documented and includes complete source code ownership. It has been designed to support single-site and multi-branch dealerships and incorporates advanced workflow management, analytics and AI assistants for both customer-facing and internal administrative use.

### Key Financial Highlights

- Asset sale of a complete software platform
- No recurring revenues currently in place
- No ongoing royalty or licensing obligations
- Significant sunk development cost already absorbed by the vendor
- Acquisition price materially below estimated build cost

### Location and Market Position

- Built specifically for the UK motor trade
- Addresses operational requirements for independent dealers, dealer groups and specialist importers
- Positioned as a full-suite alternative to incumbent DMS platforms

### Headline Reasons the Opportunity Is Attractive

- Enterprise-grade, production-ready platform
- 200+ features across six operational departments
- Includes AI-powered customer and admin assistants
- Complete source code ownership with no royalties
- Immediate commercialisation opportunity for a sector-experienced buyer

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## 2. The Business at a Glance

- Business Activity: Dealership Management System (DMS) software
- Years Established: Development completed recently
- Legal Structure: Software asset sale
- Number of Staff: Founder-developer
- Customer Profile: UK motor dealerships (independent, multi-site, specialist importers)
- Geographic Reach: UK-focused, with scalable architecture

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### 3. Products and Services

#### Core Offerings

A complete DMS platform covering:

- Inventory and vehicle lifecycle management
- Sales, CRM and customer engagement
- Workshop, servicing, MOT and Bodyshop workflows
- Spare parts management
- Finance, accounting and invoicing
- Reporting, analytics and performance dashboards

#### Additional functionality includes:

- Customer-facing dealership website
- Online finance calculator and applications
- Part-exchange valuation integration
- Multi-branch management
- Japanese import (JDM) specialist module

#### Pricing Model

- Intended for SaaS licensing, dealer subscription or enterprise licensing
- Pricing model not yet commercialised

#### Recurring Revenues

- None currently in place

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### 4. Market Overview

#### Sector Description

The UK motor trade relies heavily on dealership management software to control increasingly complex operations, compliance requirements and customer expectations.

#### Market Trends and Demand Drivers

- Increasing digitalisation of dealership operations
- Demand for integrated, end-to-end systems
- Growth in online vehicle discovery and remote purchasing
- Rising labour and margin pressures driving efficiency

#### Competitive Landscape

- Dominated by established legacy DMS providers
- Barriers to switching are high, favouring feature-rich, modern platforms
- Limited competition offering AI-native functionality

## 5. Competitive Advantages

- Purpose-built for UK dealership workflows
  - Comprehensive feature set (200+ features)
  - Integrated AI assistants for sales and admin
  - Modern UX compared to legacy systems
  - Supports specialist use cases (e.g. Japanese imports)
  - Full source code ownership
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## 6. Customers & Sales

### Customer Mix and Concentration

- No live customer contracts currently
- Ongoing testing to be finalised

### Sales Channels

- Direct B2B sales
- Industry partnerships
- Dealer group enterprise licensing

### Contract Terms

- To be defined by new owner
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## 7. Operations

### Premises

- Remote development and operation

### Systems and Processes

- Fully built and production-ready software
- Comprehensive technical and user documentation
- Modular architecture for further development

### Key Suppliers

- No material (software-only platform)
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## 8. Management & Staff

### Owner Involvement

- Founder-developer created the platform end-to-end

### Management Structure

- Single founder operated

#### Staff Retention and Skills

- No employees transferring
  - Buyer acquires system independent of personnel
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### 9. Financial Overview

#### Turnover and EBITDA

- No historical trading revenues
- No EBITDA applicable

#### Normalised Profit Explanation

- Not applicable

#### Balance Sheet Strength

- Asset sale of fully developed IP
  - No debt, leases or operational liabilities (assumed)
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### 10. Growth Opportunities

#### Organic Growth

- SaaS subscription rollout
- Tiered pricing for independent vs group dealerships
- Add-on modules and premium features

#### Strategic Opportunities

- Integration with finance providers
  - White-label partnerships
  - Acquisition by established motor trade software providers
  - Expansion into EU or right-hand-drive markets
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### 11. Reason for Sale

The owner is selling due to health reasons, requiring a step back from active involvement. The intention is to place the platform with a buyer capable of commercialising and scaling the product within the UK motor trade.

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### 12. The Opportunity

#### Who the Business Would Suit

- Motor trade software providers

- Dealer groups seeking proprietary systems
- Automotive technology investors
- Acquisition entrepreneurs with sector knowledge

#### Buyer Most Likely to Benefit

- Buyer with existing dealer relationships
- Operator able to implement SaaS sales and support
- Strategic acquirer seeking rapid market entry

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#### 13. Next Steps

- Full technical access available subject to NDA
- Demonstrations and documentation review post-NDA
- Handover and transition support included

To Register Interest, you will need to fully complete our Confidentiality Agreement



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## Next Steps & Contact

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