



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

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

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

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
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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.

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

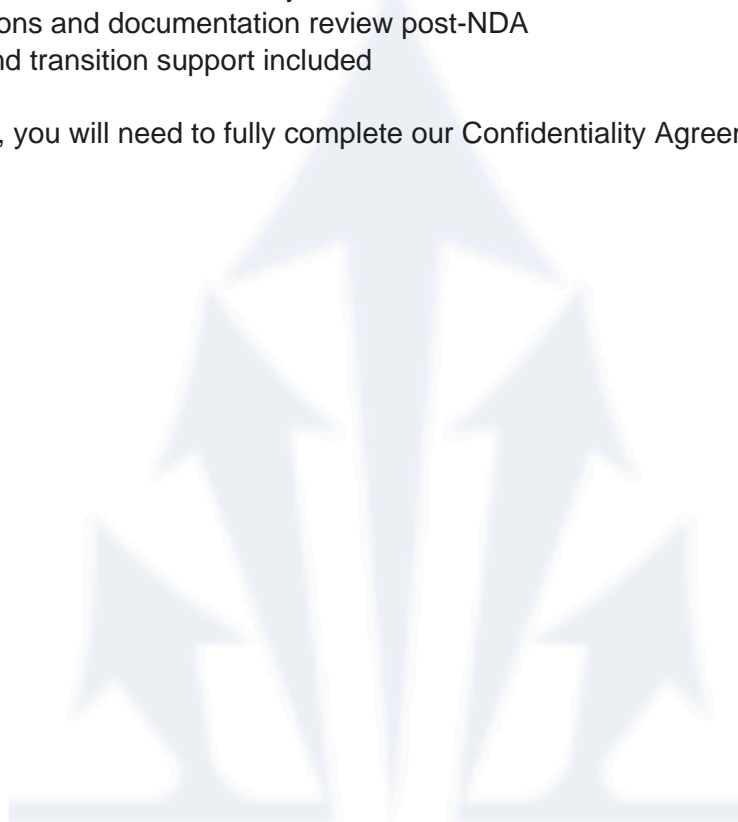
Buyer Most Likely to Benefit

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

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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