

Gillrie Institute is the premier dealership technology consultant

BENCHMARKS



We track and analyze every single deal we close. The data from each individual line item is aggregated to establish our benchmarks.



Our benchmarks also take 3rd-party vendors into account, and help you pay only for the ones you need. Gillrie Institute is an end-to-end solution.



These benchmarks allow Gillrie to guarantee the best possible deal for our clients. We believe there's a deal to be made in every negotiation and our benchmarks help us find that deal.

WHY CHOOSE US?

Gillrie has more than 30 years of experience helping dealers save money on their DMS contracts. By addressing every aspect of the agreement, we ensure you're maximizing your time and walking away with the best system/deal possible. Don't waste time trying to relearn the entire industry every 3 to 5 years. Hire experts who can help you be successful right now.

CONTACT US



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STORY



Gillrie Institute is a full-service DMS Consultant. With over 30 years of experience helping over 5,000 dealers across North America, Gillrie is the most trusted dealership technology advisor.

MISSION



Our mission is to provide our clients with the tools they need to shop and purchase software confidently. We understand the challenges dealerships are facing. Our systematic approach levels the playing field by empowering dealers and challenging vendors.

APPROACH



Gillrie is an end-to-end DMS solution. We'll provide you with an up-to-date industry benchmark, help you configure a system tailored specifically to you, negotiate the right deal and even help in the implementation of your system. We're with you every step of the way.