

The Hidden \$82,000 Bleed: What a General Manager Discovered—and Fixed

Learn how one dealership deep in the heart of Texas wrangled a \$7K/month problem that was silently draining their profits.



*"The keys weren't always lost. The cars weren't always missing.
But the wasted time? The lost deals? The lost profit?
It was continuing to add up!"*


TRUE SPOT

The Story: “We Thought We Were Buttoned Up”

Let us share a story of a well run dealership. A GM that ran a fairly tight ship. Experienced crew with trusted processes. Three locations: A main lot, a remote overflow and a small paint shop a few blocks away.

“I figured we were pretty tight. Keys went missing, cars got mixed up—it just felt normal. I had no idea how much better we could be.”



But those little issues? They added up and BIG TIME.



Porters doubling back between lots



Sales managers “waiting on detail”



A key that turned up in someone’s jacket pocket two days later

Then He Put Pen to Paper and Things Got Very Real

Once he put pen to paper, it got real fast:

- **5 Rekeys a month @ \$350 = \$1,750**
- **40 Porter hours/month @ \$18/hr = \$720**
- **25 Hours/month of sales downtime @ \$45/hr = \$1,125**
- **Missed deals from wait time = \$3,500–\$5,000**

**Total Monthly Drag:
\$7,000–\$8,500**

“It wasn’t chaos. It was normal. And that’s the problem—when no one’s tracking the loss, it becomes ‘just part of the job.’ Truth is, we were bleeding \$5K–\$10K a month and didn’t even know it.”

Not Theft. Not Incompetence. Just... Friction.

This wasn't a team issue. It was a visibility issue. Friction that silently drains profit, costs us deals and decreases satisfaction...

- ❗ **"Hot up" ready for test-drive. Car —hidden, parked in the wrong spot. Deal lost!**
- ❗ **Key was in someone's coat—Rekey cost, unaccounted, buried in the deal!**
- ❗ **Rep blasting the horn with the fob—Car was in the showroom. Made us look dumb!**



"The keys weren't lost. They just weren't where we needed them when we needed them. That's worse—you still waste the time and look like an idiot."

And because nobody wants to walk into the GM's office and say "we lost another key", they don't. That's how the bleed stays hidden.

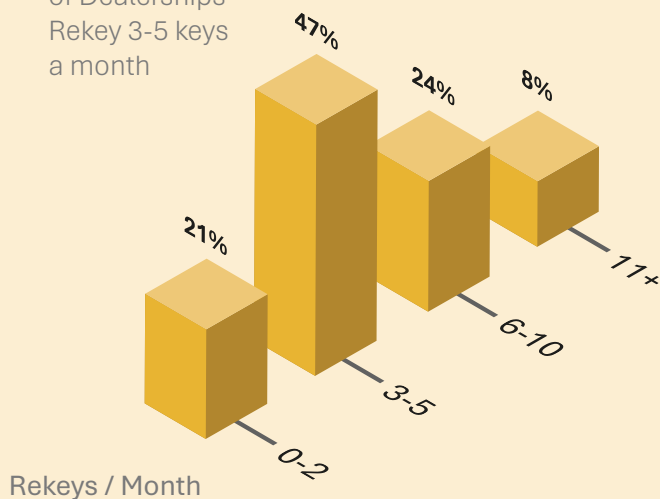
Key Stats: Dealer Chaos by the Numbers

Keys Rekeyed and Time Wasted per month Per Month
(based on TS customers and interviews).

How Many Keys Do Most Dealerships Rekey Each Month?

47%

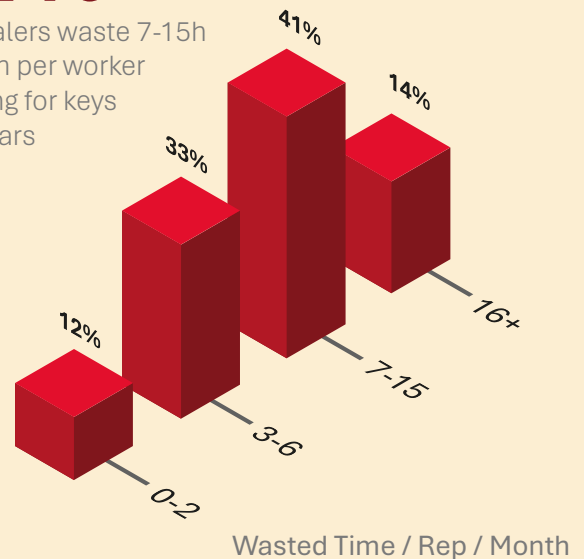
of Dealerships
Rekey 3-5 keys
a month



How Much Time Are Employees Wasting Looking for Cars and Keys?

41%

of dealers waste 7-15h
month per worker
looking for keys
and cars



What Finally Made Him Pull the Trigger

Like most GMs, he'd looked at TrueSpot before—but hesitated at the price. Then the math did the talking.

“I saw how much we were wasting and couldn’t ignore it anymore. TrueSpot paid for itself before the second month. No more rekeys. No more wild goose chases. And customers? They’re not just standing around anymore.”



"For privacy and confidentiality, the dealership and General Manager featured in this story have been anonymized. While the scenarios and quotes reflect real-world experiences, identifying details have been modified or omitted."

Monthly Operational Loss Breakdown for a 250-Car Dealership

Inefficiency	Detail	Estimated Cost/Month
Rekeying Costs	5 keys/month a \$350 each	\$1,750
Porter Labor	40 hours/month a \$18 / hour	\$720
Sales Team Downtime	25 hours/month a \$45 / hour	\$1,125
Missed Deals Due to Delays	1-2 lost deals / month	3,3000-5,000
▼ Total Operational Drag		\$7,095 - 8,595

Price Component	Description	Price
Setup	Installation 1 rooftop + 1 spill-over lot + 500 TrueTag trackers	\$7,000
Monthly Recurring	Lot Management 360™ accesss (unlimited users, web, iOS, Android), AQFind™ Network Maintenance, NOC, Tracking 500 assets	\$1,099
▲ Payback time:		<2 months

Run the math. Then call us.
We'll build your custom
ROI snapshot in minutes.



What Dealers Are Saying .

"Cut lost key costs by 90%. Customers aren't waiting and neither are we."

— GM, Lithia Hyundai of Fresno

"Best lot tech we've used in 52 years. Completely changed recon."

— GM, Toyota of Irving

"Solved a dealership-wide issue in 4 days. Seamless across 4 rooftops."

— Web Director, Vern Eide Motorcars

"We've saved thousands. Totally changed how we manage inventory."

— Inventory Manager, Mercedes-Benz of Plano

 **LITHIA HYUNDAI**

 **TOYOTA**

Vern Eide
MOTORCARS

 **Mercedes-Benz**

Still Want to Operate in the Dark?

You don't need to overhaul your store. You just need to see the problems that are costing you. TrueSpot doesn't just track keys and cars—it gives you real-time visibility into the friction that's killing productivity and profits.

**We'll build your custom ROI snapshot in minutes.
You'll know exactly what it's costing you—not next month.
Today.**

