

Frazer

Dealership management systems

59 of 150 valid answers

39.3% named; Wilson 95% interval 31.9% to 47.3%. Observed answers on stated dates, not a ranking.

ChatGPT	Claude	Perplexity	Google AI Overviews	Google AI Mode
12 of 30	13 of 30	12 of 30	10 of 30	12 of 30

BY BUYER QUESTION

Other vendors listed have a higher observed count on that question. Up to three are shown; the dated record has the full checked set.

Exact question	Named	Other vendors named
what is the best dealer management system for an independent used car dealer	13 of 15	AutoManager (15/15); DealerCenter (15/15)
best DMS for a small dealership with a handful of employees	13 of 15	DealerCenter (15/15)
best dealer management system for a powersports or motorcycle dealer	2 of 15	DX1 (12/15); Lightspeed DMS (12/15); EverLogic (11/15)
what are the best alternatives to CDK Global	1 of 15	CDK Global (15/15); DealerCenter (15/15); Dealertrack (15/15)
what are the best alternatives to Reynolds and Reynolds	1 of 15	CDK Global (15/15); Dealertrack (15/15); Tekion (15/15)
what are the best alternatives to Dealertrack DMS	14 of 15	CDK Global (15/15); Dealertrack (15/15); Tekion (15/15)
Tekion vs CDK, which DMS is better for a franchise dealer	0 of 15	CDK Global (15/15); Tekion (15/15); Reynolds and Reynolds (3/15)
DealerCenter vs Frazer for an independent lot, which should I pick	15 of 15	None with a higher count
what questions should I ask when choosing a dealership management system	0 of 15	None with a higher count
best DMS for a dealer group running a dozen rooftops	0 of 15	CDK Global (15/15); Tekion (15/15); Dealertrack (14/15)

Vendor domain citations: 19 of 150 valid answers. frazer.com
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