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IDS Unveils First-Ever RV Dealer Dashboards to Benchmark Sales & Service Nationally

Wake Forest, NC—Integrated Dealer Systems (IDS), a leading provider of dealer management software for the RV and Marine industries, has launched its new **Industry Insights Dashboards**. The first of their kind in the industry, this innovative expansion of the **IDS Leadership Insights** analytics platform is the only tool available that lets RV dealers benchmark sales and service performance against national averages.

“We developed the Industry Insights dashboards in partnership with dealers because in today’s market, knowing how your dealership stacks up against your peers isn’t just helpful, it’s essential,” says Don Miller, Senior Data Innovation Manager at IDS. “These dashboards give dealers the context they need to drive real growth.”



Now, IDS Leadership Insights users can access two critical benchmarking dashboards:

- **Sales Dashboard:** Average financed deal structures, F&I performance, average deliveries per lot, gross margin, finance penetration, and more. Segment by new vs. used units, consignment sales, motorized vs. towable RVs, and more.
- **Service Dashboard:** Average work order count per lot, average Repair Event Cycle Time, average billed hours per work order, average sales per work order, and more.

The IDS Industry Insights Sales Dashboard is already available to all Leadership Insights users at no additional cost, and the Service Dashboard is rolling out now.

RV dealers are already benefitting from these new views:

“We have been utilizing the IDS Industry Insights page for the past two months, and it has proven to be an invaluable resource,” says Dan Moore, General Manager at Pinnacle RV of Fort Worth. “This tool has not only helped us identify strategic opportunities for improvement but has also highlighted areas where we are excelling. It supports our ongoing commitment to operational excellence and informed decision-making.”

“Our use of Leadership Insights has been extensive, and the new IDS Industry Insights page has been highly valuable,” says Corbin Croom, General Sales Manager at RV Country. “For example, comparing average financed deal structures by location against the broader West market has provided clear insight into how well we are structuring deals relative to the market. Working with IDS and their Leadership Insights team has also been phenomenal, and their support continues to add value to our business.”

Learn More:

For more information about IDS Leadership Insights and these new dashboards, reach out to the IDS team at 800-769-7425 or email sales@ids-astra.com.

About IDS

Integrated Dealer Systems (IDS) is the leading provider of software solutions for RV and Marine dealerships. For over 40 years, IDS has set the standard for innovation and quality. Backed by a team of dedicated professionals and strong industry partnerships, IDS has pioneered innovations that have transformed dealership operations, like the IDS Mobile App, RECT Reports, ServiceCRM, and Leadership Insights. We're not just a software vendor; we're your strategic partner.