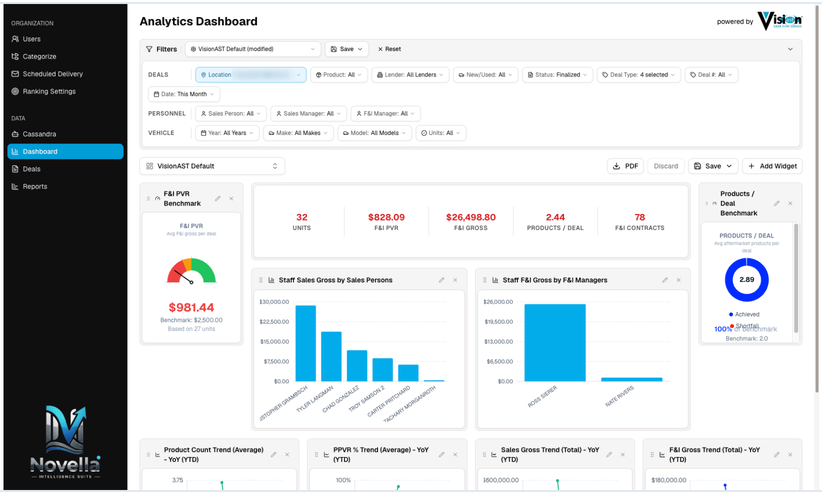
CASE STUDY

From Insight to Impact: How VisionAST and Gulfstream Partners Transformed Dealer Performance



Executive Summary

Since Gulfstream Partners began working with River Valley Marine Group in October 2023, dealership performance has seen notable improvements. When comparing full-year performance from **2023** to **2024**, two key metrics demonstrated meaningful growth:

- **PVR increased by $450**, representing a **31% lift**.
- **F&I Gross Margin Percentage increased by 1.5 points**, a **33.33% lift**.

These gains were not only influenced by Gulfstream Partners' training and support but were also made possible by their usage of **VisionAST reporting**, which gave them clear visibility into performance metrics, trends, and opportunities.

"With leadership support and a sustained commitment to training, measurable results will follow."

— Andrew Clevenger, Vice President, **Gulfstream Partners, LLC**

Background

River Valley Marine Group operates multiple rooftops with a focus on improving front-end and F&I performance. Prior to partnering with Gulfstream Partners, the group faced challenges with consistency, structure, and execution across stores.

In October 2023, Gulfstream Partners began providing:

- In-person training sessions
- Ongoing coaching and performance reviews
- Process refinement assistance
- Benchmarking, reporting, and accountability tools

Simultaneously, Gulfstream Partners implemented **VisionAST reporting** for River Valley Marine Group, enabling leadership and store-level teams to see clear, real-time performance data. This transparency created a foundation for improved decision-making, stronger accountability, and measurable progress.

Performance Outcomes

1. Increase in PVR

- **2023 PVR (1/1/2023–12/31/2023):** Baseline year
- **2024 PVR (1/1/2024–12/31/2024):** +$450 improvement
- **Lift: 31%**

Key contributing factors:

- Improved product presentation structure through training
- Enhanced alignment between sales and F&I
- Consistent menu presentation and process execution
- Better performance oversight made possible by VisionAST reporting dashboards

2. Increase in F&I Gross Margin Percentage

- **+1.5% improvement year-over-year**
- **33.33% lift** in rate of margin achievement

Potential drivers:

- Stronger product mix and penetration strategy
- More disciplined process adherence reinforced by training
- Clear visibility into trends and variances through VisionAST

Operational Enhancements

Gulfstream Partners' involvement extended beyond performance metrics. They worked with River Valley Marine Group to improve:

- **Process installation:** Standardization of F&I presentations and customer touchpoints
- **Training:** Skill-building sessions for sales, F&I, and management
- **Accountability:** Regular review meetings, performance scorecards, and individualized targets
- **Culture:** Stronger emphasis on customer experience and compliance

VisionAST served as the foundation that tied these enhancements together—providing real-time, trackable data and transparency across rooftops.

Conclusion

The performance improvements achieved reflect the combined impact of Gulfstream Partners' training, coaching, and process implementation, alongside the adoption of VisionAST reporting. Together, these elements enabled clearer visibility into performance metrics, more consistent execution at the store level, and a stronger culture of accountability—key drivers behind the measurable gains in PVR and F&I gross margin.