

Dealership IT RFP Template

Request for proposal for managed IT services, with a scorecard to compare three providers side by side.

How to use it. Fill in sections 1 and 9, then send the same version to every provider on the same day. Ask for written answers, numbered to match, with pricing on a separate sheet. When the answers come back, score each provider on the scorecard at the end, using weights you set before reading them.

1 About our dealership

You complete this section, so every provider prices the same job. Leave out what you pay now.

Dealership name and contact	
Rooftops, brands and addresses	
Users, PCs and phones	
DMS and core applications	
Who handles IT today	
Current IT contracts and end dates	
Known problems to fix	

2 Dealership experience

Strong answer: a number, named platforms and references you can phone this week.

2.1 How many dealerships do you support today, and what share of your clients are dealerships?

2.2 Which DMS platforms have your technicians worked in directly this year, such as CDK, Reynolds and Reynolds, Tekion, Dealertrack or PBS?

2.3 When the DMS provider blames the network and the network blames the DMS, who owns the ticket?

2.4 What's your client retention rate, and which three dealerships our size can we call?

3 Help desk and field support

Strong answer: hours that match the stores and a measured figure, not "fast".

3.1 Is your help desk open whenever our stores are open, 7 days a week, and on which holidays is it closed?

3.2 What's your average time to reach a live technician, and how do you measure it?

3.3 Are after-hours emergencies and onsite visits included in the monthly price, or billed on top?

3.4 How do you confirm a caller really works for us before you reset a password?

4 Cybersecurity

Strong answer: least-privileged, time-bound admin access you approve, and an incident notice clock in the contract.

4.1 Are live analysts watching our systems around the clock, and are they your staff or a subcontractor?

4.2 Which controls are in the base price, and which cost extra? List MFA, endpoint detection and response, email security, backup testing and training.

4.3 How will your technicians get admin access to our Microsoft 365 tenant, and who approves it?

4.4 How fast will you tell us about an incident in our environment, and is that written into the contract?

5 FTC Safeguards evidence

Strong answer: documents with dates on them. Vendor oversight is 16 CFR 314.4(f).

5.1 Can you serve as our Qualified Individual, or support the person who is?

5.2 What written evidence will you hand us each year, such as the risk assessment, test reports and the annual report?

5.3 How often do you run penetration tests and vulnerability scans, and is a person or a tool doing the testing?

5.4 How will you help us oversee our other vendors?

6 Rooftops and growth

Strong answer: a written playbook, not more technicians.

6.1 How do you standardize stores that came to us with different DMS platforms, networks and phone systems?

6.2 Walk us through bringing an acquired store onto our network. Who does what, and what does it cost?

6.3 Can we see tickets, cost and open risks broken out by rooftop?

7 Pricing and contract

Strong answer: one all-in number and exit terms on paper. Put pricing on a separate sheet.

7.1 What's included in the monthly number, and what gets billed on top of it?

7.2 What are the upfront onboarding and hardware costs, item by item?

7.3 How long is the first term, and what happens to price and terms at renewal?

7.4 When we leave, do we get every password, admin login and document back, and does the contract say so?

8 Transition and onboarding

Strong answer: a real plan with names on it.

8.1 Send a written onboarding plan with dates and an owner for every step.

8.2 Who's our named contact, and who do we call when a ticket stalls?

8.3 Can our IT person stay on and work alongside you, and how would the work be split?

9 How to respond

You complete this section. One due date and one contact for everyone.

Responses due
Questions go to

Format and page limit

Pricing sheet due

Decision date

Provider scorecard

One row per question. Score 1 to 5, multiply by the weight, add each column.

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Score each answer 1 to 5, multiply by the weight and add each column. A 5 means the answer was specific, in writing and backed by something you can check. Set your weights before reading the answers.

Question	Weight	Provider A	Provider B	Provider C
2.1 Share of clients that are dealerships	×3			
2.2 DMS platforms worked in directly	×2			
3.1 Help desk open whenever your stores are, 7 days a week	×3			
3.2 Measured time to reach a live technician	×2			
3.3 After-hours and onsite visits in the monthly price	×2			
4.1 Live security monitoring around the clock	×3			
4.2 Security controls in the base price	×2			
5.2 Safeguards evidence handed over each year	×3			
6.2 Plan for bringing on an acquired store	×1			
7.1 What the monthly number covers	×2			
7.4 Credentials and documents returned at exit	×2			
8.1 Written onboarding plan with dates and owners	×1			
Your own question				
Your own question				
Weighted total				

Want to know where your stores stand before you send it?

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