



A Comprehensive, Dealer-Centric Approach to Smart Property Technology

The Dealer's Guide to Smart, Secure, Sustainable Solutions.

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A background image of a car dealership with a blue overlay. A large white number '1' is inside a light blue circle on the left side.

Executive Summary

The HomeLink Auto Dealership Group (ADG) Solution is a transformative partnership designed to empower mid-to-large U.S. auto dealerships with smart, secure, and sustainable infrastructure.



By integrating cutting-edge technology with innovative financing, insurance, and F&I products, HomeLink addresses the pressing challenges of rising costs, security risks, and sustainability demands. Partnering with IE Construction, USI Insurance Services, Vastly, and GSFSGroup, this solution delivers unparalleled value to dealership leaders seeking to boost profitability and gain a competitive edge.

Key Benefits



Up to 40% Insurance Savings

Advanced surveillance and risk management solutions allow for significantly reduced premiums through USI.



Increase Energy Savings

HomeLink's solar-powered carports and automation systems cut energy costs.



Annual Revenue

EV charging installation generates new income streams while allowing dealerships to market to new prospects.



Zero Upfront Costs

Vastly's flexible financing options, including leases and 100% financing, eliminate capital barriers.

This integrated platform—combining solar carports, EV chargers, battery storage, video surveillance, access control, and automation (e.g., lighting, water sensors)—is seamlessly installed by IE Construction and enhanced by GSFSGroup's F&I products, such as vehicle service contracts and GAP protection, to drive customer loyalty.

Schedule a 15-minute consultation to explore how HomeLink Commercial Solutions can transform your operations with cost savings, revenue growth, and sustainability leadership.

[Click to Book a Meeting](#)



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INTRODUCTION

The Challenges Facing Auto Dealerships

Auto dealerships operate in a high-stakes environment where profitability is squeezed by rising costs and evolving market demands.

Key Challenges



Escalating Operational Costs

Mid-sized dealerships face annual energy bills of \$20,000–\$30,000 and insurance premiums averaging \$50,000, eroding already thin margins.

*Automotive Retail Benchmarking, 2024



Security Vulnerabilities

Vehicle theft, including internal risks, results in significant losses. Recent data shows dealerships lose \$7,000–\$15,000 per stolen vehicle*, with insurance costs rising as a result.

*National Insurance Crime Bureau, 2024



Sustainability Imperatives

With 14 million electric vehicles (EVs) sold globally in 2024 and 60% of U.S. consumers prioritizing eco-friendly brands, dealerships must invest in EV infrastructure and renewable energy to stay relevant.

*International Energy Agency, 2024 | ** International Energy Agency, 2024



Competitive Differentiation

As online car-buying platforms grow, dealerships must enhance customer experiences and adopt innovative technologies to retain market share.

These pressures challenge COOs, CFOs, Fixed Operations Directors, and other leaders to find solutions that balance cost control with strategic growth. HomeLink Commercial Solutions are purpose-built to address these issues, offering a comprehensive, dealer-centric approach.





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A GAME-CHANGER

The HomeLink Auto Dealership Solution

HomeLink Commercial Solutions for auto dealerships redefines operations by integrating smart, secure, and sustainable infrastructure.

The HomeLink platform combines solar-powered carports, EV charging stations, advanced video surveillance, access control, and automation systems (e.g., HVAC, lighting, water sensors, shut-off valves). Supported by a robust partner ecosystem, HomeLink minimizes operational costs, enhances security, unlocks new revenue streams, and aligns with consumer and regulatory demands for sustainability.

Solution Packages

HomeLink offers three customizable packages tailored to dealership priorities:



Smart Package



FEATURES

HVAC automation, smart lighting, and water sensors.



BENEFITS

Reduces energy consumption by 15% or more and improves operational efficiency.



IDEAL FOR

Dealerships seeking cost-effective entry into smart infrastructure.



Security Package



FEATURES

High-definition video surveillance, real-time monitoring, access control systems, and automated parking lot gates.



BENEFITS

Cuts insurance premiums by up to 40% by mitigating theft, vandalism risks, and protecting cars with carports.



IDEAL FOR

Dealerships prioritizing loss prevention and risk management.



Sustainability Package



FEATURES

EV chargers, battery storage, and solar-powered carports.



BENEFITS

Achieves energy savings of 90% or more and generates monthly revenue from EV charging partnerships. Hedge against future rate hikes and being independent.



IDEAL FOR

Dealerships aiming to maximize energy savings, attract eco-conscious customers, and lead sustainability.



Partner Ecosystem

HomeLink's strength lies in its strategic partnerships, ensuring seamless implementation and long-term value:



Innovates smart, sustainable infrastructure tailored for dealerships.



Manages turnkey solar, EV and battery installation with minimal disruption.

[Learn More](#)



Offers flexible "net zero" cost financing, including leases and 100% loans

[Learn More](#)



Enhances customer loyalty with tailored finance and insurance (F&I) products

[Learn More](#)



Provides risk management expertise, reducing insurance costs

[Learn More](#)

This integrated approach distinguishes HomeLink from fragmented competitors, delivering a cohesive solution that addresses both operational and strategic needs.



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FINANCIAL IMPACT

Proven Savings and Revenue

HomeLink delivers substantial cost reductions, generates revenue, and eliminates upfront costs with “net zero” leasing and financing packages.

Cost Savings

HomeLink delivers substantial cost reductions:



Insurance Savings

The Security Package's advanced surveillance and access controls can lead to reduced premiums of up to 40%, savings thousands annually. For example, a dealership with two theft incidents per year could save \$10,000 in claims-related costs.



Energy Savings

The Smart Package cuts energy costs by over 90%, while the Sustainability Package can achieve 100% KWH offset savings through solar power and battery storage.

Revenue Generation

EV Charging Partnerships: By installing Level 2 chargers, dealerships can partner with nearby multi-family properties or commercial hubs, generating \$5,000–\$10,000 annually. For instance, charging 10 EVs daily at \$2/session yields \$7,300/year.

Financing Options

HomeLink Commercial Solutions eliminates upfront costs with “net zero” leasing and financing packages:



Lease

No upfront cost.



Financing

100% financing with no upfront cost, ideal for CFOs seeking capital preservation.



There are many variables that impact potential savings. Our team of HomeLink experts can work with you to estimate the following:

💰 **INSTALLATION COST**

💰 **ANNUAL SAVINGS**

🔄 **PAYBACK PERIOD**

🕒 **ROI TIMELINE**

[Calculate Your ROI with an Expert](#)



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CASE STUDY

Real-World Success

HomeLink's smart, safe, sustainable solutions are powering savings and new revenue generation for our auto dealership partners.

CASE STUDY

CARLSBAD, CA

Mazda Dealership Remodel

Installed 72kW solar array on a rooftop during a remodel



UTILITY BILLS

Averaged \$48,000 per year



SAVINGS

\$20,000 per year



AVAILABLE INCENTIVES

Took advantage of over \$135,000 in incentives



LIFETIME CASHFLOW ESTIMATE

Over \$800,000



PAYBACK

3.8 years



IRR

21.4%



CASE STUDY

ONTARIO, CA

Mercedes Dealership

Installed 691.7kW of solar between rooftop and carports



UTILITY BILLS

Averaged \$457,000 per year



SAVINGS

Over \$220,000 per year



AVAILABLE INCENTIVES

Took advantage of \$1,916,577 in incentives



LIFETIME CASHFLOW ESTIMATE

\$12,233,936



PAYBACK

4.5 years



IRR

19.4%





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WHY HOMELINK

The Competitive Advantage

HomeLink offers a distinct edge with end-to-end integration, proven partners, a dealer-centric approach, sustainability leadership, and no out-of-pocket cost.

End-to-End Integration

Unlike competitors offering siloed solutions (e.g., standalone solar or security systems), HomeLink Commercial Solutions combines infrastructure, risk management, financing, and F&I products into a single platform.

Proven Partners

HomeLink, IE Construction, USI, Vastly, and GSFSGroup bring over 50 years of combined expertise, ensuring reliability and trust.

Dealer-Centric Approach

Tailored onboarding, minimal disruption, and comprehensive training to address operational realities, appealing to Fixed Operations Directors.

Sustainability Leadership

Aligns with consumer preferences (70% favor eco-friendly brands) and regulatory trends (e.g., EPA's tightened emissions rules), positioning dealerships as market leaders.

No Out-Of-Pocket Cost

The hardware, software, and all soft costs (such as installation) are included in the funding. 100% of the project is financed; after factoring all new revenue streams, all cost savings, and government incentives, there is no capital expenditure, or “true” cost to the dealership.



NEXT STEPS

Getting Started with HomeLink Commercial Solutions

Transform your dealership by simply scheduling a 30-minute meeting. We'll review your utility and insurance expenses and conduct an ROI analysis tailored to your dealership's size and needs.

[Click to Book a Meeting](#)

Or visit: solutions.homelinksmarthome.com/contact

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