Inspecting What You Expect From Your Vendor Partners

BZ Consultants Group

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Holding Dealership Vendor Partners Accountable

Visit Website

About Us

BZ Consultants is your go-to consulting firm for evaluating the performance of your digital vendor partnerships. Our objective and unbiased assessments provide dealerships with actionable insights to improve performance and achieve their goals. As a product-agnostic firm, we differentiate between facts and feelings and prioritize protecting dealerships to ensure their success.

Our comprehensive report informs dealerships which partners are performing well, areas for improvement, and actionable items to attain optimum performance. With BZ Consultants, dealerships can focus on enhancing their customer experience and staff development while we provide the insights they need to succeed.

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Our Services

Unbiased Vendor Analysis

Maximize your advertising ROI with our Unbiased Digital Vendor Analysis - ensuring vendor promises are kept, expenses are optimized, and real results are delivered. Don't waste money on ineffective advertising

True ROI Reporting

Make informed decisions for your dealership with confidence, knowing that our clean reporting and data analysis ensure your advertising dollars are being spent wisely

Regular Conferences

Our vendor management service saves you time by attending meetings with your vendors, holding them accountable, and providing video recaps with actionable insights.

Google Analytics/Google Suite

Maximize the potential of your Google Suite Products with our full analysis. We ensure proper setup and efficient data tracking, while also leveraging as many tools as possible to aid your dealership's growth.

What Our Clients Says

"I have worked with many people in the automotive digital arena in my 20 years working for an OEM and Brooke is the most knowledgeable, passionate, and forward-thinking professional I've met. I strongly recommend Brooke to anyone looking for practical solutions to move forward capturing more business today and in the future." -Serra Vonderhorst Market Manager Genesis Motor America

"Brooke is one of those clients that when you have a call scheduled with her, it is a true breath of fresh air. Brooke knows her craft well and is exceptionally knowledgeable in the Digital Marketing space through the Automotive vertical. Collaborating and talking performance and strategy with Brooke is always nothing short of an absolute pleasure. I learn from her every time we get on the phone." - Sarah Ciocola Paid Media Director PCG Digital