

EasyCare Introduces EasyCoachSM, an AI-Powered Tool Designed to Transform F&I Performance and Training

New solution analyzes real finance transactions to help dealerships increase profitability, improve compliance, and develop stronger F&I teams.

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[EasyCare](#), a leading provider of F&I solutions and dealer development programs and part of the APCO Holdings family of brands, today announced the launch of [EasyCoach](#)TM

powered by Siro, an AI-powered platform designed to help dealerships strengthen finance and insurance (F&I) performance through performance coaching as well as individual, store-level, and group-wide insights.



EasyCoach records and analyzes each finance transaction to provide dealers with unprecedented visibility into their F&I operations. By identifying process gaps, product presentation opportunities, and compliance risks, the platform enables dealerships to train smarter and drive stronger financial results.

The new tool brings data-driven coaching to a part of dealership operations that has historically relied on observation and manual review. Beyond performance improvement, EasyCoach aligns with EasyCare's broader focus on helping dealers build stronger teams and long-term financial success.

"Dealerships have long understood that the F&I office plays a critical role in profitability," said Courtney Hoffman, President of APCO Holdings. "EasyCoach gives leaders the ability to see what's really happening in their finance offices and use those insights to develop their teams in a more focused, effective way."

EasyCoach evaluates finance conversations and transaction details to highlight key performance indicators such as product presentations, deal structure, and closing techniques. The system

provides actionable insights that help managers reinforce best practices and address areas of improvement.

The platform also supports consistent and compliant execution of F&I processes by helping dealerships monitor critical steps throughout the transaction.

According to pilot results, dealerships using EasyCoach saw measurable performance gains within the first three months, including average increases of 15% in per-vehicle retail (PVR) and 18% in products per deal (PPD).

“Technology is changing how dealerships operate, but people remain the key to success,” said Mark Cortez, Chief Revenue officer for APCO Holdings. “EasyCoach helps dealers develop their F&I professionals using real data from real transactions, allowing them to improve performance while maintaining the highest standards of compliance.”

To learn more about EasyCoach, visit easycare.com/easycoach.

About EasyCare

Since 1984, EasyCare has been helping some of the most successful dealerships in the nation drive results in their stores with a full suite of F&I products, forward-thinking training, dealership development, consultative participation programs, and a best-in-class claims experience. EasyCare has the only F&I products named a “MotorTrend Recommended Best Buy” for franchised dealers and has an A+ rating from the Better Business Bureau. EasyCare is part of the APCO Holdings, LLC, family of brands, which has protected over 24 million customers and paid over \$3.7 billion in claims. For more information about EasyCare, please visit easycare.com.

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