KEA Advisors

FOR IMMEDIATE RELEASE

KEA Advisors Announces Completion of Acquisition by Decisiv

Strategic combination expands KEA's ability to deliver dealership expertise, performance insights, education, and data-driven solutions across the commercial dealership industry

Lawrence, Kansas, September 2, 2026 — KEA Advisors, the leading provider of business advisory, education, performance benchmarking, and data-driven solutions for commercial asset dealerships, today announced the successful completion of its acquisition by Decisiv®, Inc., the industry leader in Service Relationship Management (SRM) solutions.

Originally announced in March 2026, the acquisition unites two highly respected organizations with a shared commitment to helping commercial dealerships achieve stronger operational performance, increased profitability, and better business outcomes through actionable insights, technology, and industry expertise.

"KEA was founded on the belief that dealerships achieve their greatest success when they combine the right information, processes, and people," said Keith Ely, Founder of KEA Advisors. "Joining Decisiv enables us to extend that mission on a larger scale by combining KEA's trusted advisory expertise and benchmarking capabilities with Decisiv's industry-leading technology platform. Together, we are uniquely positioned to deliver even greater value and measurable results for dealerships across North America."

Continuing the KEA Commitment

For decades, KEA Advisors has been the trusted thought leader in the commercial dealership industry, helping organizations improve performance through consulting, benchmarking, leadership development, education, and its PULSE Reporting platform. Clients will continue to receive the same personalized service, proven expertise, and trusted relationships that have defined the KEA brand.

The combination with Decisiv significantly enhances KEA's ability to provide dealers with deeper analytics, expanded technology resources, and more powerful performance insights.

"Our clients remain at the center of everything we do," Ely added. "With access to additional resources, advanced technology, and broader industry data, we can help dealership leaders make better decisions, improve operational performance, and drive sustainable growth."

Connecting Experience, Data, and Action

The acquisition builds on a long-standing partnership between KEA and Decisiv. For years, the organizations have collaborated to help dealerships leverage operational data more effectively, including the integration of Decisiv's Status Tracker with KEA's PULSE Reporting platform.

"Decisiv and KEA have worked alongside many of the same dealers for years, approaching similar challenges from complementary perspectives," said Tim Hardin, President and CEO of Decisiv. "Combining our capabilities helps bridge the gap between operational data and meaningful business action. This acquisition is an important step in advancing our Performance as a Platform™ vision across the commercial vehicle industry."

As part of Decisiv, KEA's advisory, education, analytics, and benchmarking capabilities will play a key role in advancing Performance as a Platform™, helping dealerships transform data into improved operational and financial results.

A New Chapter for KEA Advisors

KEA Advisors has earned its reputation through decades of trusted partnerships with dealership owners, executives, managers, and industry stakeholders. Backed by deep operational experience across Parts, Service, Sales, Accounting, and dealership leadership, the KEA team remains committed to helping dealerships succeed.

"The KEA name has always stood for trust, partnership, and results," Ely said. "We are grateful to our clients, employees, and industry partners for their confidence and support. As part of Decisiv, we look forward to delivering even greater innovation, insight, and value to the dealerships we serve."

This acquisition marks the beginning of an exciting new chapter, bringing together industry-leading expertise, technology, analytics, and education to help commercial dealerships operate more efficiently, perform at higher levels, and maximize ***PROFIT*®**.

About KEA Advisors

KEA Advisors is the thought leader in the commercial asset dealership industry and provides leading commercial dealership advisory and education firm focused on increasing ***PROFIT*®** through operational consulting, leadership development, performance benchmarking, business intelligence, education, and specialized advisory services.

KEA's PULSE Reporting platform provides actionable performance data and benchmarking across key dealership operations, enabling leaders to identify opportunities, improve processes, and make more informed business decisions.

KEA Advisors is now part of Decisiv, Inc., expanding the resources, technology, and capabilities available to commercial dealerships throughout North America. Learn more at keaadvisors.com.

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