

## **KEA Advisors Announces Agreement to be Acquired by Decisiv**

*Combination expands KEA's analytics, benchmarking, and advisory impact through industry-leading Service Relationship Management platform*

**Lawrence, Kansas – March 31, 2026** – KEA Advisors, a leading provider of business advisory services and data-enabled performance solutions for commercial asset dealerships, today announced it has entered into an agreement to be acquired by Decisiv, the industry leader in [Service Relationship Management](#) (SRM) solutions.

The transaction represents a strategic milestone for KEA Advisors, expanding the reach and impact of its dealer analytics, benchmarking, advisory, strategic, financial and education services by pairing them with Decisiv's industry-leading Service Relationship Management (SRM) platform and expansive SRM Ecosystem.

"Joining forces with Decisiv allows us to close gaps in dealer operations," said Keith Ely, Founder and Managing Shareholder of KEA Advisors. "Our mission is to deliver measurable performance improvement for dealers — through advisory services, actionable analytics, and industry-leading education. By combining KEA Advisors' deep operational expertise with Decisiv's SRM platform, we can scale that mission and deliver even greater economic value to our customers."

KEA Advisors' PULSE tailored business intelligence and dealership performance management dashboard is used by more than 350 commercial dealership rooftops. Already integrated with major Dealer Management Systems across North America, it provides actionable benchmarking and operational intelligence that helps leadership teams pinpoint performance gaps, implement targeted improvements, and accelerate dealership results.

With Decisiv, KEA Advisors' customers will benefit from a unified approach that enables them to both effectively manage service activity and measurably improve operational and financial outcomes.

KEA Advisors' advisory and education services will continue to play a central role in helping dealers operationalize insights and embed best practices across their organizations. The combination with Decisiv enhances KEA's ability to equip leaders and frontline teams with the knowledge, tools, and performance frameworks needed to drive sustained improvement.

"The most valuable platforms deliver measurable economic value and that requires embedded workflow and domain expertise," said Tim Hardin, President and CEO of Decisiv. "KEA has that expertise and Decisiv has the workflow. Together we will be building an AI-driven economic performance layer for commercial dealership operations. That's our Performance as a Platform vision, and this acquisition is what makes it credible."

The agreement also formalizes a collaboration that has been in place for more than a decade. Most recently, KEA Advisors and Decisiv partnered to integrate the SRM Discovery Status Tracker into the PULSE Reporting system, providing a management-level view for improving service efficiency, increasing repair order profitability, and accelerating asset return-to-service.

“This combination builds on years of shared work and a shared purpose,” Ely added. “Together, KEA Advisors and Decisiv are uniquely positioned to embed best practices, performance benchmarks, and real-world dealer expertise directly into dealership and asset management workflows.”

The terms of the acquisition were not disclosed. The transaction is subject to customary closing conditions and is expected to be completed in the second quarter of 2026.

#### **About Decisiv, Inc.**

Decisiv, based in Virginia, powers North America’s largest asset service management ecosystem for the commercial vehicle industry. Our industry leading Service Relationship Management (SRM) platform connects over 5,000 service locations and 74,000 fleets, orchestrating more than 4 million annual service events. By linking dealers, OEMs, component manufacturers, and fleets with real-time, actionable data at the point of service, Decisiv enables smarter maintenance planning and lifecycle management for improved utilization, performance, and compliance. Learn more at [www.decisiv.com](http://www.decisiv.com).

#### **About KEA Advisors**

KEA Advisors is an integrated team of industry thought leaders serving the commercial dealership market. The firm delivers data-driven advisory services, benchmarking and analytics, PULSE, and comprehensive education services designed to elevate leadership, operational excellence, and financial performance. KEA Advisors partners and serves more than 600 commercial enterprises, manufacturers, dealerships, and dealership technology companies to turn insight into measurable results. Learn more at [www.keadvisors.com](http://www.keadvisors.com).

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