

CASE STUDY

A five-bay shop in Fairfield, Maine



Before Auto Profit Masters:

- 2.5 Technicians
- 1 Service Advisor
- \$412,000 Annual Sales
- 45.8% Gross Profit



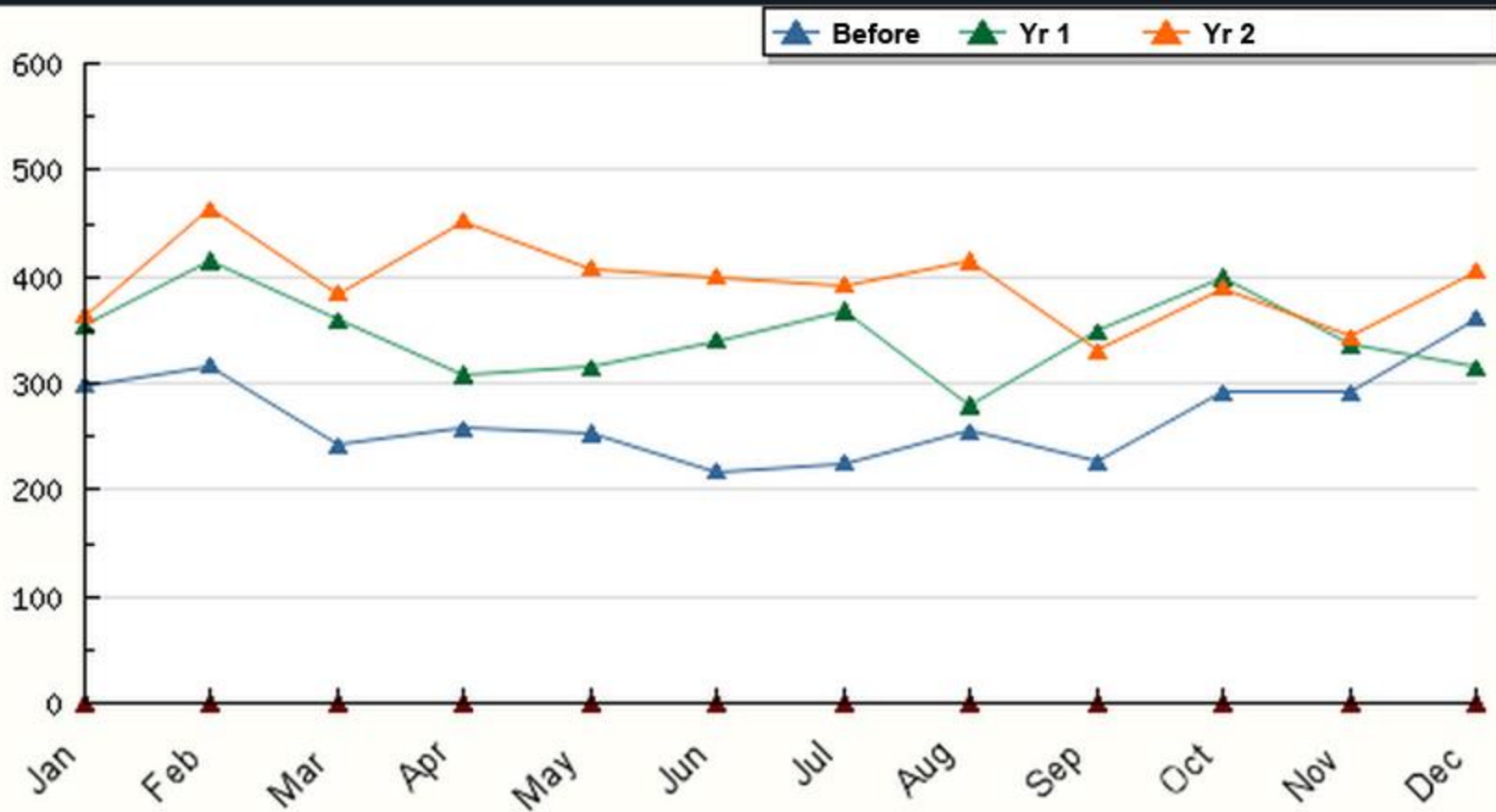
NEEDS

- Increase Daily Billable Hours
- Increase Average Repair Order (ARO)
- Increase Sales and Average Daily Sales
- Increase PROFITS!!!!!!



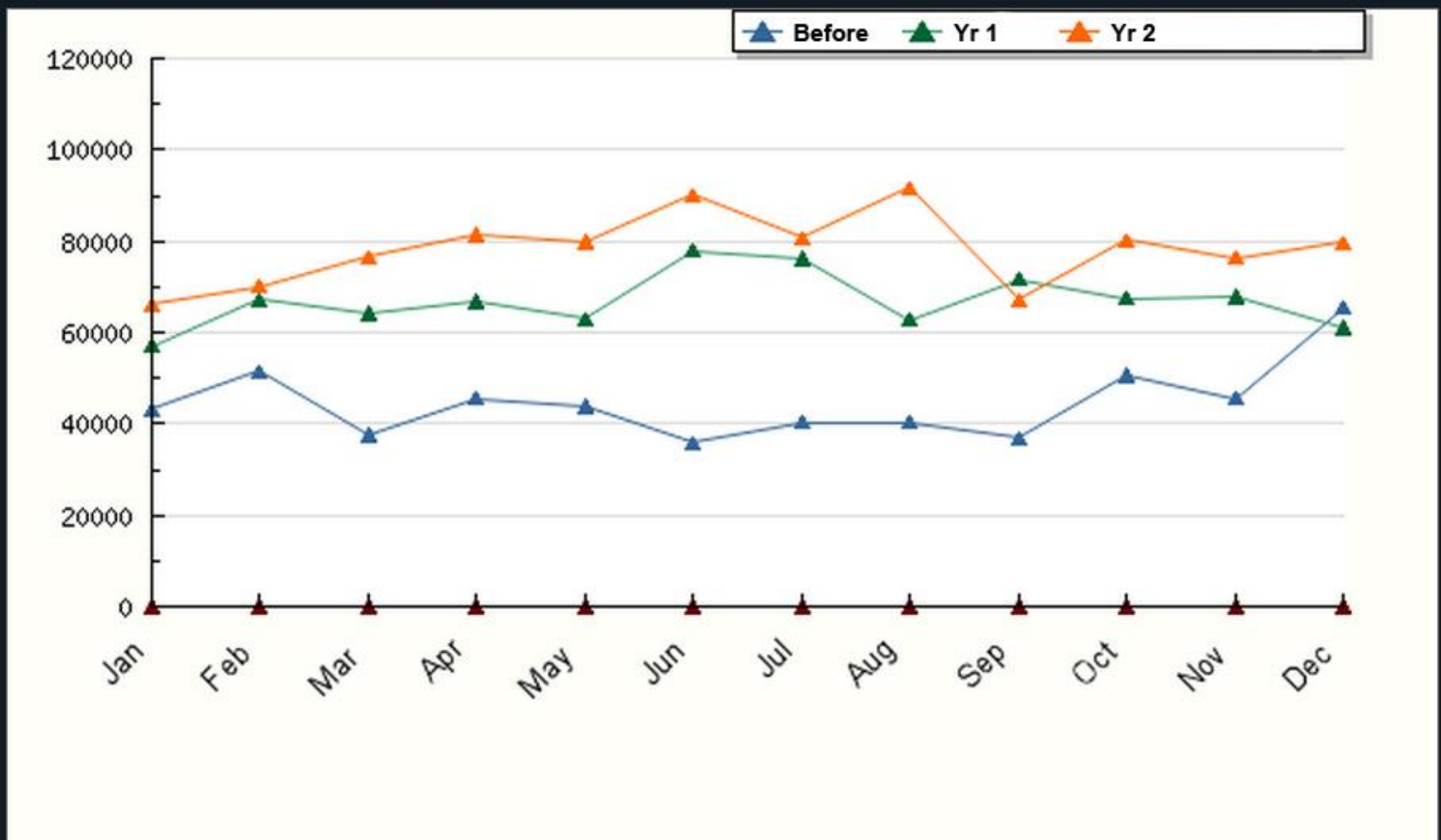
Average RO

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Before	\$298	\$316	\$242	\$257	\$253	\$217	\$225	\$255	\$226	\$291	\$291	\$361	\$270
Yr 1	\$354	\$415	\$359	\$308	\$315	\$340	\$368	\$279	\$349	\$399	\$336	\$315	\$345
Yr 2	\$363	\$464	\$384	\$452	\$408	\$400	\$392	\$415	\$331	\$389	\$344	\$405	\$396



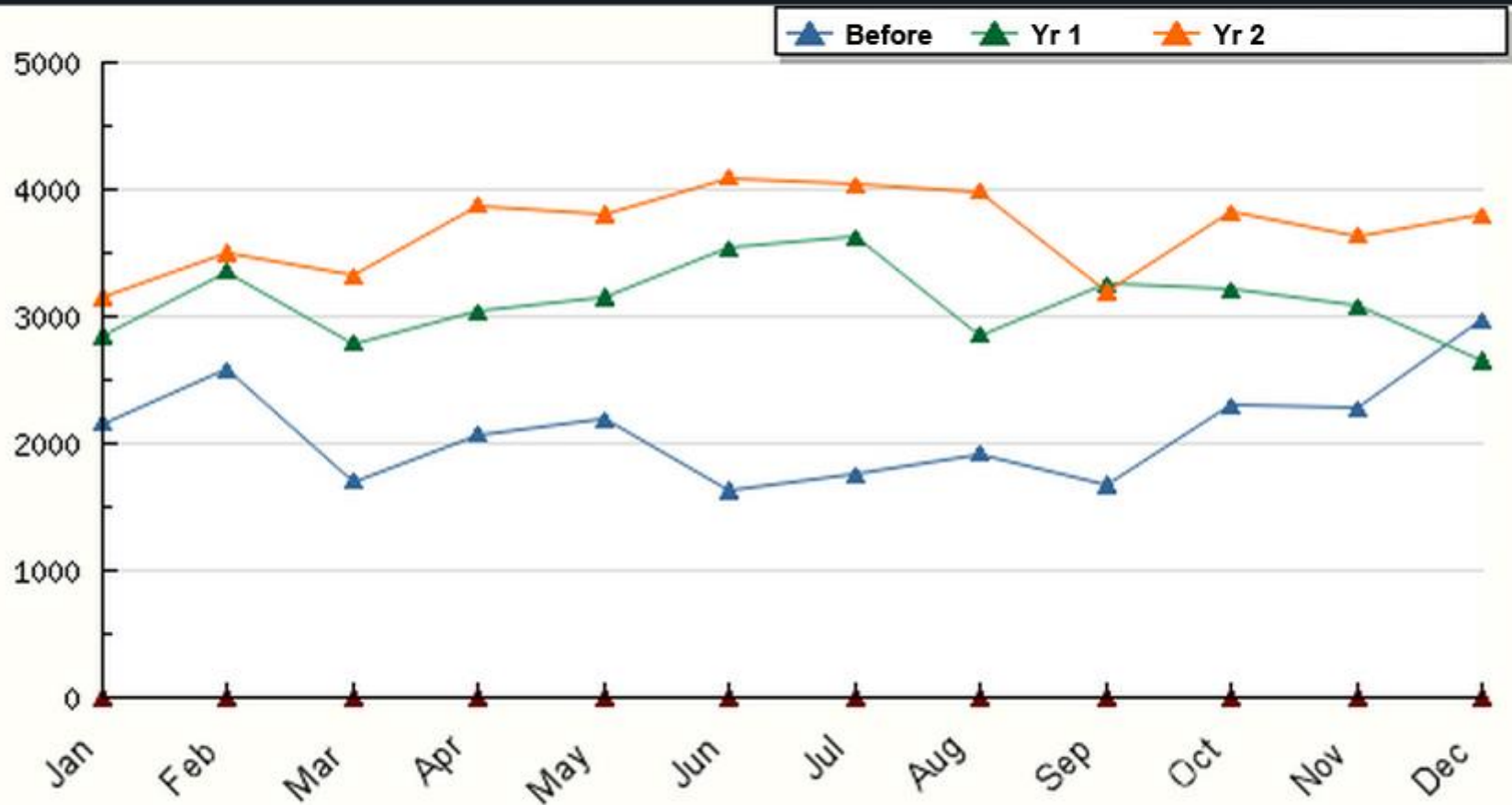
Total Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Before	\$43,244	\$51,581	\$37,540	\$45,522	\$43,805	\$35,865	\$40,346	\$40,235	\$36,834	\$50,618	\$45,471	\$65,417	\$536,478
Yr 1	\$57,006	\$67,158	\$64,228	\$66,807	\$63,000	\$77,857	\$76,174	\$62,815	\$71,537	\$67,380	\$67,810	\$61,051	\$802,823
Yr 2	\$66,154	\$70,016	\$76,437	\$81,431	\$79,877	\$90,063	\$80,804	\$91,689	\$67,155	\$80,180	\$76,323	\$79,757	\$939,886



Sales Per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Before	\$2,162	\$2,579	\$1,706	\$2,069	\$2,190	\$1,630	\$1,754	\$1,916	\$1,674	\$2,301	\$2,274	\$2,974	\$2,102
Yr 1	\$2,850	\$3,358	\$2,793	\$3,037	\$3,150	\$3,539	\$3,627	\$2,855	\$3,252	\$3,209	\$3,082	\$2,654	\$3,117
Yr 2	\$3,150	\$3,501	\$3,323	\$3,878	\$3,804	\$4,094	\$4,040	\$3,986	\$3,198	\$3,818	\$3,634	\$3,798	\$3,685



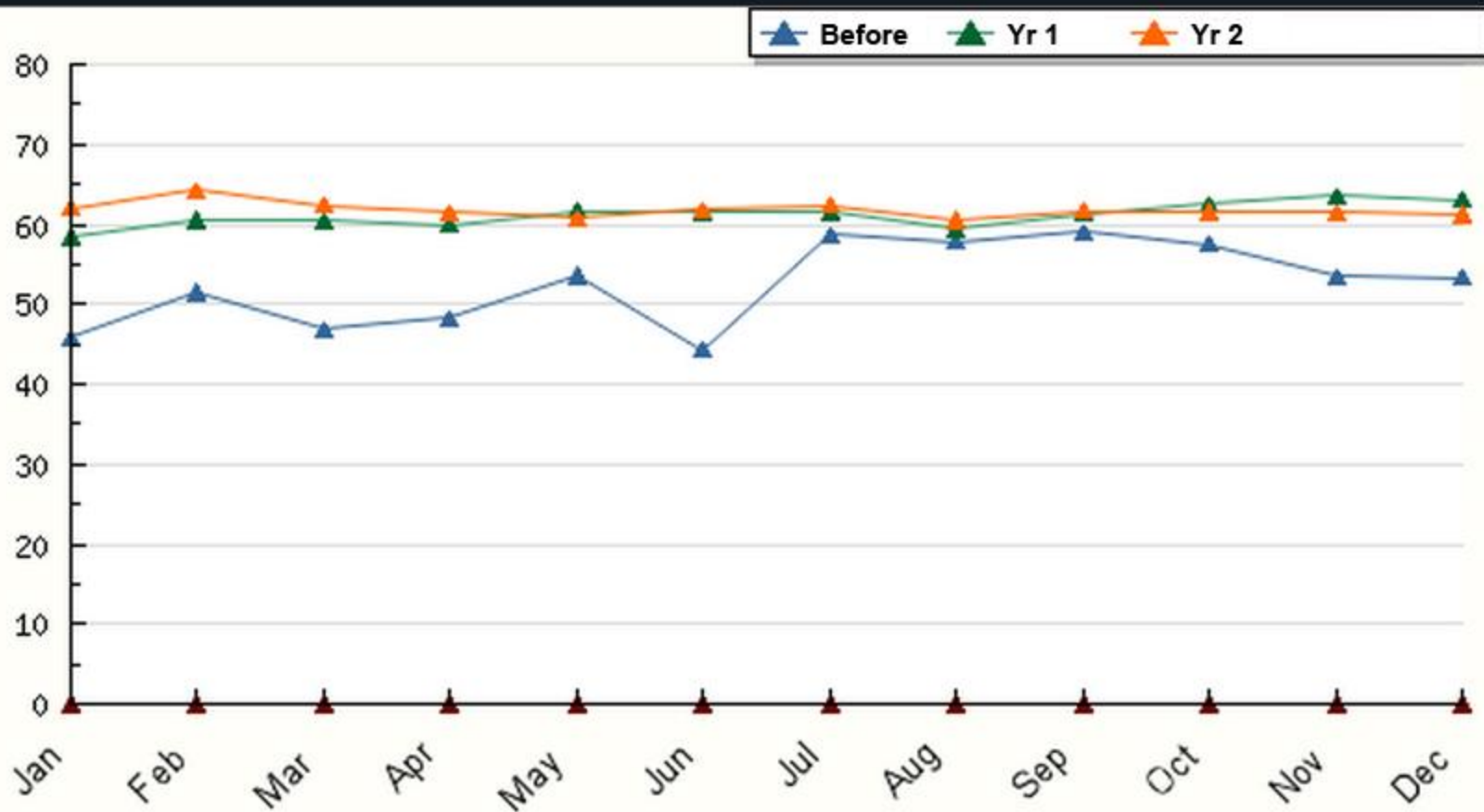
Hours Per Day

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0
Before	15.5	18.3	12.7	14.4	17.3	12.2	13.6	14.6	13.1	15.9	15.7	18.5	15.1
Yr 1	18.4	26.1	21.7	22.2	23.1	25.9	28.9	21.4	24.4	23.3	22.6	18.6	23.0
Yr 2	22.9	24.9	22.9	27.8	26.3	26.7	30.0	27.6	23.3	26.9	25.6	23.5	25.7



Total GP

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Ave
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0%
Before	45.8%	51.5%	46.8%	48.2%	53.6%	44.3%	58.7%	57.9%	59.0%	57.5%	53.5%	53.3%	52.6%
Yr 1	58.4%	60.5%	60.4%	60.0%	61.7%	61.4%	61.6%	59.4%	61.3%	62.5%	63.5%	63.1%	61.4%
Yr 2	62.0%	64.3%	62.4%	61.5%	60.8%	61.8%	62.4%	60.5%	61.7%	61.6%	61.4%	61.2%	61.8%



HOW THIS GARAGE IMPROVED

AVERAGE REPAIR ORDER

Increase of 55.9% -- from \$254 to \$396

AVERAGE SALES PER DAY

Increase of 87.4% -- from \$1966 to \$3685

BILLABLE HOURS/DAY

Increase of 76.0% -- from 14.6 hours to 25.7 hours

ANNUAL SALES

Increase of 128.1% -- from \$412,000 to \$939,886



RPM ToolKit's FREE Services Can't-Live-Withouts

RPM ToolKit Supercharged Services

10 Minute Meeting

Daily Management Checklists

RPM Roadmap

Scheduled Support and Training

On Demand Service Advisor and Shop Owner Training

Hiring and Training ToolKits

Management Responsibility Checklists

Employee Pay Analytics

Attrition Studies



RPM ToolKit's FREE Services Can't-Live-Withouts

Customer Base Quality Analytics
Customer Mapping
Branding Assessment
Comprehensive Market Study
Sales Goal Planning
Annual Ad Budget and Calendar
Annual Marketing Plan



This Auto Shop's Can't-Live-Withouts

Internal Strategies:

Inspection and Estimate Forms

Check In Forms

Incentive Based Pay Plans

Email Newsletter

Recorded Secret Shopping

External Strategies:

Direct Mail

Adwords Level 2

Pay Per Click Advertising with Call Tracking

Website

WebPresence Marketing and SEO



These are the systems and processes that were developed and proven by Terry Keller and David Rogers inside their shop and used by 100s of clients successfully.



“My smile is big, stress level is low, and my bank account is finally starting to grow! I am very excited and grateful to be a client. Plus, the AMG marketing program is bringing in the kind of customers that want a relationship and are willing to spend more and refer their friends. Thank you all very much!”

*Dan- Fairfield, Me Auto Shop
Owner*



“It’s important to understand that every shop has problems. You do! We do! It’s important to realize that you have a CHOICE to either solve the problem or ignore it.

“If you choose to ignore the problem, there is a heavy price you will pay. It affects you, your shop, the level of respect employees and customers have for you and causes everyone around you to suffer unnecessary consequences.

“The sooner and quicker you act, the better results will be achieved.”

David Rogers
President, Auto Profit Masters



What other client's say about APM and AMG

Incentive Based Pay Plans

“With the APM Incentive Plan that was tailored to fit my shop and my techs, my best tech now regularly bills more than 40 hours a week and my second tech who had never done that before, last week billed 40 hours.”

- Joe Anthony, Owner of 908 Auto

Adwords

“After working with Automated Marketing Group to implement a new AdWords program we’ve rapidly achieved a higher level of visibility in our organic rankings resulting in over \$6,000 of new customer business in two weeks.”

- Joe Saitta , Owner of TLC Auto & Truck Repair

Dear Neighbor Letter

“Before the Dear Neighbor Letter, we were lucky to get \$100 repair orders from customers on their first visit. But the first mailing of the DNL we did brought in 39 clients with an average repair order of \$340.00.”

- Ron Book, Owner of Book’s Automotive



What other client's say about APM and AMG

APM Training

“The efficiency around the shop has skyrocketed, as has the morale. My business is thriving, and I have all the confidence in the world that it will continue to do so!

Thank you Auto Profit Masters!”

- Chris Bogden, Owner of A.U.T.O. Collision

WebPresence Marketing

“As a result of the coordinated and effective marketing that AMG is doing for me, my parking lot is full and my business is growing even though my competitors are all struggling”

- Robert Williams, Owner of S & S Research

RPM ToolKit

“Just wanted to let you guys know that this is the most powerful, eye opening and easiest-to-use business tool I have ever seen. FANTASTIC. Thanks so much!”

- John Stewart, Owner of Real Pro Auto

