

# The Road Runner • Summer 2026



# NETSA

New England Tire & Service Association



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### AI Takes Center Stage at the 2026 NETSA Tradeshow

The 2026 NETSA Tradeshow, held April 10–11 at Foxwoods, brought together tire dealers, distributors, and manufacturers from across the industry to discuss the latest trends and innovations shaping the future of the business.

One topic clearly stood above the rest: **Artificial Intelligence (AI)**.

AI is no longer something on the horizon—it is here now. And for tire dealers, the message was clear: **those who learn to leverage AI will thrive, while those who don't risk being left behind.**

During the luncheon and annual meeting, keynote speaker **Jason Abrahams, CEO and Founder of Tire Tutor**, delivered a compelling and insightful presentation on the massive opportunities AI presents for independent tire dealers.

Abrahams emphasized a powerful advantage independents already possess: *"While national chains and e-commerce giants rely on scale, the independent tire dealer's secret weapon is agility and local trust."*

He challenged attendees with a critical question:

***"Are you using the right tools to protect your edge?"***

Throughout his presentation, Abrahams outlined practical ways AI can be implemented **right now** to enhance operations, improve customer engagement, and increase profitability. From streamlining workflows to delivering more personalized customer experiences, AI is quickly becoming an essential tool for staying competitive in today's market.

The key takeaway for attendees was clear: **AI is not a future investment—it is a present-day necessity.**

NETSA and its members extend their sincere thanks to Jason Abrahams for sharing valuable insights and actionable strategies that will help independent tire dealers embrace innovation and maintain their competitive advantage.

### Saturday Morning Seminar Recap

Our Saturday morning seminars covered a wide range of important and timely topics, including the growing impact of AI and technology on our industry.

We kicked things off with Bill Weaver, Senior Instructor for EV Ready Training at NAPA Autotech, who returned by popular demand to speak on STEM education.

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**Hello everyone,**

We are already into June, and I'm happy to report that our golf tournament was a great success! After our Fall 2025 tournament was unfortunately rained out twice, it was wonderful to finally get everyone back on the course.

This year's event was held at New England Country Club in Bellingham, Massachusetts, with a 9:00 a.m. shotgun start.

We welcomed 86 golfers who enjoyed a fantastic day of golf. Although a light misty rain arrived around 2:00 p.m., everyone was able to complete their round before the weather moved in.

Following the tournament, we gathered for a great meal and our annual auction. Thanks to the generosity of our participants, sponsors, and supporters, the tournament raised more than for our scholarship fund through the auction, contests, and related activities. We sincerely appreciate everyone who helped make the event such a success.

As a reminder, our next golf tournament is scheduled for **September 24, 2026**, at the Hyannis Golf Course on beautiful Cape Cod. We recommend staying at the Margaritaville Resort and making it a family getaway to enjoy one last summer weekend on the Cape before the season ends.

We hope to see many familiar faces there and welcome some new ones as well.

On behalf of the New England Tire Service Association, I wish everyone a safe, enjoyable, and relaxing summer. Until next time—have fun, enjoy the season, and keep swinging!

*Steve Dupoise Jr.*

President  
New England Tire Service Association

## 2026 NETSA Trade Show & Convention

Cover article continued.

Bill highlighted how the auto and tire industry has evolved beyond traditional tools like wrenches and air guns. Today, it is increasingly driven by software, sensors, diagnostics, and data systems. His presentation challenged outdated perceptions and emphasized the need to adapt to a more technology-focused future.

Following Bill's session, Glenn Wilder Jr. of Wilder Brothers Tire led an engaging panel discussion focused on how businesses can avoid leaving money on the table. The panel fostered a highly interactive environment where both panelists and attendees openly shared real-world experiences—discussing what works, what doesn't, and the day-to-day challenges of running a tire business.

This peer-to-peer format—tire dealers learning from fellow tire dealers—continues to be one of the most valuable and popular parts of our event. The feedback confirms that these discussions are not only insightful but essential, and they should remain a key component of our program each year.

We extend our sincere thanks to both Bill and Glenn for their time, expertise, and dedication to helping strengthen and grow our businesses.

This year, we made a change to our format by holding the Hall of Fame dinner and scholarship auction on Friday instead of Saturday. Overall, I believe this adjustment worked very well. Attendees seemed to enjoy the new schedule, and exhibitors especially embraced it. With the event moved to Friday, exhibitors were able to head home directly after the trade show on Saturday, avoiding the need for an additional night's stay and helping reduce their expenses.

Our 2026 Hall of Fame inductees were Bob Kraft of Kraft Tire & Auto Center in Marlborough, Massachusetts, and Anthony DeSimone, Executive Director of NETSA. Both were incredibly deserving of this recognition. On a personal note, seeing Tony inducted was particularly meaningful to me, given the many years we have worked together on the Board of Directors.

Congratulations to both Bob and Tony on this well-earned honor. The NETSA Scholarship Auction followed immediately after and, as always, it was a fun and meaningful time for everyone to come together. This event continues to reflect the generosity and spirit of our community as we work to provide scholarships for the children of our members.

Thanks to the incredible support this year—both from those who donated outstanding prizes and from those who enthusiastically bid on them—we were able to raise enough to make a strong start on funding the 2027 scholarships.

A heartfelt thank you to everyone who contributed and made this event such a success!

And finally, we extend our sincere thanks to the companies who make it all happen—the true reason we are able to host a successful show and a thriving association. Our 48 exhibitors, representing 103 booths, showcased their latest and most exciting innovations while providing valuable information to all attendees. Delivering knowledge to our membership remains the number one priority at NETSA, and with the continued support of our exhibitors, everything comes together to make it possible.

I would also like to extend our sincere thanks to the sponsors of our event, whose support quite literally helps keep everything running. We are incredibly grateful to:

**US Autoforce, Continental Tire, ATEQ TPMS Tools, Sullivan Tire, Affiliated Agency Inc., Nokian Tyres, Dennison Lubricants, County Tire, Vermont Tire, Bartec USA, Wilder Brothers Tire Pros, Myers Tire Supply, and Dill Air Controls.**

Your continued partnership and commitment make a tremendous difference.

I strongly encourage all our members to support these outstanding companies that so generously support us.

I would like to extend my sincere thanks to our entire Board of Directors for their continued help, guidance, and support. A special shout-out goes to our Executive Director, Katie Maquire, for her leadership and dedication.

This truly is a team effort each year, and it's what makes our show such a success. Katie and I are already working on the 2027 trade show, and we look forward to sharing more details with you this fall.

To the membership for your support thank you you are the heart and soul of our industry

Sincerely **Rich Tuttle**,

VP of NETSA and trade show committee chairman



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The first six months of 2026 have been exceptionally busy for the New England Tire & Service Association. Between our successful Trade Show at Foxwoods, a rescheduled Scholarship Golf Tournament, and continued advocacy on legislative issues impacting our industry, NETSA has remained focused on serving members throughout New England.

In April, industry professionals from across the region gathered at Foxwoods Resort Casino for the 2026 NETSA Trade Show. The event provided attendees with the opportunity to meet with suppliers, learn about new products and technologies, and discuss the challenges and opportunities facing the tire and automotive service industries.

The trade show continues to be one of the association's most important educational and networking events, bringing together manufacturers, distributors, retailers, service providers, and industry partners. Strong attendance and participation demonstrated the resilience and commitment of our industry as businesses continue to adapt to changing technologies, consumer expectations, and evolving regulations.

In May, NETSA successfully held its Scholarship Golf Tournament, originally scheduled for September 2025, which had to be postponed due to inclement weather. While the postponement created some challenges, the event was ultimately a success. Eighty-six golfers participated, supported by 27 industry sponsors. Mother Nature cooperated just long enough for everyone to complete their rounds before the rain arrived. The tournament raised more than \$7,500 through contests, auctions, and generous donations. Those funds will directly support the NETSA Scholarship Program, helping students pursue higher education while strengthening the future of our industry.

NETSA extends its sincere appreciation to all golfers, sponsors, volunteers, and auction donors whose support made the event possible.

The golf season is far from over. NETSA is already preparing for its annual Fall Golf Tournament, scheduled for September 24 at the beautiful Hyannis Golf Course on Cape Cod. The tournament remains one of the association's most popular networking opportunities, bringing together industry professionals for a day of golf, camaraderie, and support for NETSA programs. Attendees are encouraged to make a weekend of it by staying at Margaritaville Resort Cape Cod and enjoying everything the Cape has to offer in the fall.

Sponsorship opportunities and registration information are available now, and members are encouraged to reserve their spots early. We look forward to another outstanding event and hope to see many familiar and new faces on the course this September.

As always, NETSA continues to monitor legislative and regulatory developments that affect tire dealers, automotive repair facilities, and service providers throughout New England.

### Massachusetts Right to Repair

Massachusetts remains at the center of the national Right to Repair debate. The voter-approved law requires vehicle manufacturers to provide vehicle owners and independent repair facilities access to telematics and diagnostic information needed to repair modern vehicles. While the law continues to face legal challenges from automakers, the outcome will have significant implications for independent repair facilities and consumers throughout

the country. Supporters argue that independent repair shops must have access to the same information available to dealerships in order to maintain competition, preserve consumer choice, and ensure vehicle owners can decide where their vehicles are serviced.

### Federal Right to Repair Legislation

At the federal level, lawmakers have introduced the Fair Repair Act, which would require manufacturers of digital electronic equipment to provide independent repair providers and consumers with access to repair documentation, diagnostic tools, and service information. While the legislation remains in the early stages of the congressional process, it reflects growing national support for repair access, consumer choice, and fair competition.

### Connecticut Tire Stewardship Program Faces Legislative Hurdles

NETSA continues to closely monitor Connecticut's Tire Stewardship Program, the nation's first tire-specific Extended Producer Responsibility (EPR) program. The program is designed to shift responsibility for end-of-life tire management from municipalities and taxpayers to tire manufacturers and stewardship organizations.

However, Connecticut's first-in-the-nation tire recycling program suffered a setback this spring when lawmakers failed to pass legislation that would have required tire retailers to participate in the program by July 2027. The proposal had previously passed the House with bipartisan support but was never brought to a vote in the Senate before the legislative session ended. The issue is particularly significant because tire retailers currently handle the vast majority of used tire collection when consumers purchase new tires. Supporters argue that retailer participation is necessary to create a comprehensive statewide recycling system and reduce illegal tire dumping. Many retailers, however, have expressed concerns about additional mandates, administrative burdens, fee-collection requirements, and the potential for consumers to incur multiple disposal charges. For tire dealers and retailers throughout New England, Connecticut's program remains an important issue to watch. As discussions continue among lawmakers, manufacturers, and retailers, the outcome could influence future EPR proposals throughout the region. NETSA will continue advocating for practical solutions that protect consumers, preserve fair competition, and recognize the operational realities faced by independent tire retailers.

The success of NETSA's programs and events would not be possible without the continued support of our members, sponsors, volunteers, and industry partners. As we enter the second half of 2026, we look forward to building on the momentum of the first six months while continuing our mission of education, advocacy, networking, and industry advancement.

Thank you for your membership and support. We look forward to seeing you at upcoming NETSA events, especially on September 24 in Hyannis.

*Katie Maguire*



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## NETSA Golf Tournament Another Success Despite Weather Challenges

This year's NETSA Golf Tournament looked a little different than usual. Originally scheduled for last fall, the tournament was postponed due to inclement weather and ultimately held this spring.

While we began with 122 golfers registered, scheduling conflicts and the change in date resulted in a field of 86 golfers. Despite the reduced turnout, the event was a tremendous success. Mother Nature cooperated throughout the day, holding off the rain until the golfers had completed their rounds and were safely off the course.

Thanks to the generosity of our participants and supporters, NETSA raised more than **\$7,500** through auctions, contests, and other fundraising activities. We were also proud to have the support of **27 industry sponsors**, whose contributions helped make the event possible.

A special thank you goes out to our sponsors, golfers, volunteers, and auction donors. Your continued support allows NETSA to invest in the future of our industry through scholarship opportunities for deserving students.

Congratulations to our first-place team of **Bobby Schlosser, David Schlosser, Levi Martin, and Steve Brophy**. We would also like to recognize and congratulate our second-place and third-place teams for their outstanding performances.

The NETSA Scholarship Fund continues to make a meaningful impact. Since 2003, NETSA has awarded more than **\$629,000 in scholarships**, made possible through the success of fundraising events like our annual golf tournament.

Thank you to everyone who participated and contributed to another memorable and successful event. We look forward to seeing everyone on the course again next year!



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**2025  
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L-R Levi Martin, Steve Brophy, David Schlosser, Bobby Schlosser, w/ Steve Dupoise Jr

**2025  
SECOND  
PLACE**

Not pictured:  
Chuck Cerny, Drew Smith,  
Jake Yuosso, Ryan Kennedy

**2025  
THIRD  
PLACE**



L-R Steve McGrath, Gary Kraft, Stefan Marszalek, Lee Dierkes - Not Pictured



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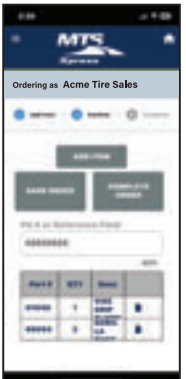

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## Empowering Decision-Making: The 1-3-1 Rule in the Tire and Automotive Industry

By Tire Talent,  
Mike Cioffi, Founder

As the founder of Tire Talent, a specialized recruiting firm serving the tire and automotive industry, I've witnessed firsthand the challenges that arise in problem-solving within this sector. With each placement and interaction with hiring managers or decision makers, I've come to understand the critical nature of problem-solving in every aspect of the industry, from product development to customer service. The ability to manage challenges efficiently is essential. That's where the 1-3-1 rule comes into play.

The 1-3-1 rule is a structured approach that encourages clarity, efficiency, and creativity in problem-solving. At its core, the rule entails focusing on one problem, generating three solutions, and proposing one recommendation. This framework ensures that our efforts are targeted, our solutions are diverse, and our decisions are well-justified.

Let me illustrate how the 1-3-1 rule can be applied in a real-world scenario within the tire and automotive industry. For example, a customer approaches one of your team members, requesting a price discount on a particular tire model. However, your standard operating procedures (SOPs) are vague on how to handle such requests.

Now, instead of immediately seeking guidance from higher-ups, you should encourage your team to follow the 1-3-1 rule. Before approaching you with the problem, they are tasked with outlining their 1-3-1: one identified problem, three potential solutions, and one recommended course of action. This approach empowers them to think critically, consider multiple perspectives, and take ownership of the decision-making process.

For example, the identified problem could be the uncertainty of the pricing program for the tire in question. The team could then brainstorm three potential solutions: offer the customer a partial discount, conduct further evaluation of the tire's pricing eligibility, or suggest an alternative product with clearer pricing terms. Finally, they would propose one recommendation based on thorough analysis and sound judgment.

By following the 1-3-1 rule, your team not only presents you with well-thought-out solutions but also demonstrates their problem-solving prowess and initiative. As a hiring manager, you, like myself, should highly appreciate employees who excel at managing ambiguity, thinking critically, and making informed decisions. The 1-3-1 framework provides them with the structure and confidence to do just that.

Implementing the 1-3-1 rule in team settings requires clear communication, active listening, and creative brainstorming. It's about fostering an environment where every team member feels empowered to contribute ideas and take ownership of the decision-making process. As leaders, we must encourage a culture of innovation and collaboration, where diverse perspectives are valued and respected.

Additionally, the 1-3-1 rule is about fostering continuous growth and organizational development. By empowering employees to solve problems autonomously, we cultivate a culture of accountability and ownership. This accelerates execution and drives long-term success in a competitive industry environment.

Applying the 1-3-1 rule poses its challenges, but trust me, the benefits are worth it. In my experience at Tire Talent, this approach has helped us to discover new levels of efficiency and effectiveness in our operations. As hiring managers in the tire and automotive industry, I urge you to adopt the 1-3-1 rule within your organizations for staying ahead in the industry. Some might resist the change, but the promise of quicker decisions and a more flexible team makes it all worthwhile.

Mike Cioffi is the founder of Tire Talent, a boutique recruiting agency dedicated to our industry. You can reach him directly: [mike@tiretalent.com](mailto:mike@tiretalent.com) if you have any questions about this article.

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## Your DVI Is Only as Good as How You Use It

By Andrew Teolis, Head of Sales | ASA Automotive Systems

Picture this: a technician completes a thorough digital vehicle inspection. Photos are attached. Every checkpoint is documented. The system is working exactly as it should. But the service advisor mentions the findings to the customer verbally, the customer says, “maybe next time,” and the recommended work walks out the door with them. Sound familiar?

If your shop introduced digital vehicle inspections and didn't see the results you expected, the technology probably isn't the problem. The process around it is. In our last article, <https://www.netsa.org/roadrunner-newsletter> we covered what DVI is and why it matters. Now let's talk about what separates the shops seeing a real return from the ones still wondering when it's going to kick in.

### The Tech Side is the Easy Part

Most DVI struggles aren't technology problems. They're habit problems. Techs default to what they've always done, and without a consistent process, the digital inspection becomes just another form to fill out rather than a tool that builds customer trust.

The data is clear about what quality execution looks like: shops running inspections with 20 or more photos see an ARO that is 30.4% higher than shops capturing five photos or fewer. The inspection format isn't just documentation. It's the foundation of the customer conversation that follows. That means consistent checkpoints on every vehicle, tread depth recorded digitally rather than scribbled on paper, and photos that tell a story rather than simply confirming a box was ticked.

The goal is a process that runs the same way every time, with every tech, on every car that comes through the bay, at every location. Consistency is what converts a tool into a system.

### Where the Money Is Won: The Counter Conversation

The inspection gets done in the bay, but the revenue gets won at the counter. This is where most shops leave money on the table, and the numbers are stark. Without DVI, shops capture only 42% of recommended repair work. That means nearly \$58 of every \$100 in potential revenue disappears, not because the work wasn't needed, but because the customer didn't believe it.

A AAA survey found that two out of three car owners don't trust auto repair shops. That's the real barrier your service advisors are working against every day. DVI doesn't just document the vehicle. It gives the customer something they can see for themselves, which fundamentally changes the conversation.

The most effective advisors use the report as the proof, not the pitch. Send the inspection results to the customer before you call, and they arrive at the conversation already informed. Let the photo do the talking: “Here's what we found” lands very differently than “Trust me, your brakes need attention.” And connect findings to safety outcomes, not just cost. Nobody wants to authorize repairs; everyone wants to protect their family on the road.

One detail that often gets overlooked: inspections that show healthy systems alongside problems see 35–50% higher approval rates on necessary repairs versus reports that only flag issues. When customers see that your team is being honest about what's fine, they trust you more about what isn't. Digital inspections increase customer approvals by over 70% when this approach is applied consistently.

### What Owners and Managers Can Measure

Beyond the customer-facing benefits, DVI is one of the most underutilized management tools in the shop. The inspection data you're already collecting can tell you exactly where your process is breaking down, if you know what to look for.

Three metrics worth tracking:

- **Approval rate by advisor.** If one advisor consistently converts inspection findings and another doesn't, that's a coaching opportunity, not a technology gap.
- **Most-declined inspection items.** Is a particular repair being declined repeatedly? That could be a pricing issue, a presentation issue, or a sign that advisors need better language around a specific service.
- **Consistency across techs.** Are all technicians running the same depth of inspection? Variance in thoroughness creates variance in results.

Shops that get the process right see significant returns. Average ARO increases 20-38%. Retention numbers move too: shops emphasizing inspection transparency report annual retention rates of 75–82%, compared to the industry norm of 60–65%. And the operational gains compound. One case study found that streamlined inspections freed roughly 12 technician hours per week, enabling a nearly 7% increase in vehicle count without additional hiring.

Shops that track these numbers and use them in training tend to see approval rate improvements of 10-18 percentage points within the first 90 days. The tool is already doing its job. The question is whether the process around it is.

### It's a Culture Shift, not a Software Install

DVI works when the whole shop treats it as the standard, not the exception. The technology can capture everything, but if the process around it isn't consistent, and if the counter conversation doesn't use what the inspection produced, the results will be inconsistent too.

If you're not seeing the returns you expected from digital inspections, start by auditing the counter, not the software. Ask your advisors to walk you through how they present a DVI result to a customer. Chances are, that's where the opportunity is.

The shops winning with DVI aren't using different tools. They've built a culture where the inspection is respected from the bay to the counter, and the customer feels that difference every time they bring their car in.

## ASA Automotive Systems

Andrew Teolis, Head of Sales, (603) 324-7403

ASA Automotive Systems is the all-in-one shop management platform built for independent tire dealers and automotive service businesses. From Digital Vehicle Inspections and point-of-sale to inventory management, accounting, and real-time reporting, ASA gives your team everything needed to run a smarter, more profitable operation. Reach out to learn about our NETSA member discount.

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Statistics sourced from Bolton Technology, AutoVitals, PartsTech, and AAA

### TPMS Service – Have a Plan!

Scot Holloway, CEO – Bartec TPMS  
June 2026

Tire Pressure Monitoring Systems [TPMS] have been part of the Automotive Repair and Service world for more than two decades. Since 2007, these systems have been a legal requirement on passenger cars and light trucks. According to various data sources, there are over a BILLION OE TPMS sensors on the road. That coupled with the consistent rise to the average age of a car or truck, TPMS service is on a definite growth path! Let's make sure you're ready for the increase in business.

As with any opportunity, having the right plan in place to take advantage of said opportunity is critical. Servicing TPMS is no different. There are several best practices that, when applied, make your chances of success much greater. The following steps are in practice at thousands of tire retailers across the United States.

#### Step One - Use programmable replacement sensors.

Programmable replacement sensors are the best option for TPMS Service. They are flexible, easier to use, and cost effective. Programmable replacement sensors allow you to reduce inventory costs while still maximizing vehicle coverage. As the name suggests, the Programmable replacement is "blank" until it's programmed for the vehicle being serviced. Instead of having thousands of different part numbers sitting on the shelf, you can have fewer parts in stock, while being able to serve more customers' vehicles.



#### Step Two – Invest in a TPMS Diagnostic Tool.

The TPMS Diagnostic Tool and Programmable Sensor go hand in hand.



TPMS service is very process-oriented, and having the right tool and sensor combination makes all the difference. The TPMS Diagnostic tool has multiple functions. First and foremost, "Test Before Touch." Inspect the vehicle prior to work beginning. Determine sensor condition and whether there are fault codes present. Explaining the TPMS condition and what is needed to service it should be included in every tire proposal. TPMS Service is all

about maintaining the customer's safety feature and at the same time, it adds to the bottom line!

Once new sensors are installed, use your TPMS Diagnostic Tool to complete the relearn and reset the vehicle's TPMS. It's important to make sure to save the data from the tool and attach the report to the invoice.

**Bartec TPMS Pro Tip** – using a Bartec TPMS Tool and Rite-Sync®, Rite-Sensor® programming and the vehicle relearn are done in one single step, making TPMS service faster Bartec TPMS Pro Tip and more accurate, and with fewer comebacks!

#### Step Three – Keep Sensor Service Kits in Stock.

Proper sensor service is the key to getting the most out of the TPMS Sensor. Most sensors fail due to neglected service or damage.



Many vehicle manufacturers as well as USTMA, state that the valve stem components are to be replaced every time the tire is serviced on vehicles with TPMS. This is particularly important for vehicles in climates that have road salt or more exposure to sun. The materials found in valve stems, replacement nuts, caps, and cores wear out over time, making them prone to leaking and failure. The best practice is to always replace the rubber valves, the stem nut, and the valve core whenever the tire is removed from the wheel. You can read what USTMA says about service kits here - <https://www.ustires.org/system/files/files/2024-08/TISB%2040%20No%205.pdf>.

#### Step Four – Use the Right Service Tools.

When servicing TPMS Sensors, it's important to use the proper tools. Every fastener found on a TPMS Sensor should be attached with a specific torque. There are special tools for attaching valve cores, the stem nut, and the valve stem to the sensor body. Applying the proper torque to the various fasteners is critical to making sure that the various parts do not loosen up while in service. The proper tools also prevent OVER torque. It is very easy to over torque a valve core or retaining nut and damaging the threads and protective coatings. In either case, over tightening shortens the life of the sensor and may lead to part failure.



#### Step Five – Get Proper Training and Support.



Training and support come in many forms. Because TPMS Service presents so many challenges, having a TPMS Supplier partner that you can count on for support is critical. Field Service Support is an important part of any TPMS program worth their salt. Onsite training and support make getting technicians comfortable servicing TPMS a breeze.

Technicians are exposed to tips and trends in TPMS service which saves time and mistakes. When a Field

Service Representative isn't available, access to a TPMS Video library is equally important. A short "how to" video can help technicians figure out complex and confusing vehicle issues. Having access to a Toll-free technical support hotline is also important. Technicians need access to good tech support because TPMS diagnostics can be a challenge. One of the best resources for training is the Tire Industry Association. TIA holds ATS classes around the country, and is great training for Automotive Tire Service, including TPMS. Follow the link to learn more about ATS Training - <https://www.tireindustry.org/pub/?id=AD6205BD-ADDC-1A38-5DCD-0B902826AAEE>

#### Step Six – Use your Data.



Today's tire shops are using sophisticated Point of Sale and Point of Service software packages. Some of those systems communicate to the equipment being used in the service bay. Here you can capture huge amounts of service data. Watching for these trends is key to growing your tire sales and service business, especially with respect to TPMS. Some TPMS tools track the service data. The types of sensors used. What relearns are being performed. TPMS Sensor battery failure data. The number of sensors programmed. Remaining tire tread.

[Continues on page 26](#)

All this data can show trends in TPMS service and better prepare your business. What's better, this data can be used to market to and communicate with customers in your database. Imagine reaching out to customers with service data about their vehicle advising, even predicting, upcoming service.

**Bartec TPMS Pro Tip** – current service data from Bartec TPMS tools shows a definite trend in sensor battery failures for vehicles 2015 thru 2017!

Certainly, TPMS Service isn't a new topic. Over the course of these last two decades, plenty of things have changed in automotive service, and mostly for the better. TPMS Service, however, is about consumer safety, and about vehicle service companies providing a professional level service. That means having [needing] a plan. A plan that keeps your customer safe and your technicians successful. Also, a plan that even helps the bottom line. Yes, proper TPMS Service is profitable, and that's a good thing.

The good news, you do not have to "go it alone." Find yourself a TPMS Service partner[s]. The right partner can help with each of the six steps outlined in this article. From start to finish, the right partner[s] will help with installing tools, setting up inventory, provide proper training while working on actual TPMS vehicles. The right partner will be there with excellent technical support.



# NETSA

**New England Tire & Service Association**

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## The Art Of Positive Assumptions!

Most misunderstandings don't come from what someone said — they come from what we assumed they meant. And our assumptions can be sneaky. They slip in before we even realize it.

A friend once told me her boss sent her a short email that simply said, "Call me." She panicked. She replayed every conversation from the past month, convinced she'd messed something up. When she finally called, her boss just wanted her opinion on a new project. Nothing more.

Positive assumptions don't mean pretending everything is perfect. They mean giving people the benefit of the doubt long enough to get the full story. It's a small shift that can save you from a lot of unnecessary stress.

Try assuming good intent first. It keeps your heart open and your conversations clearer.

### Takeaway

Before jumping to conclusions, pause and ask yourself: What's the most generous explanation here? It's amazing how often that one question changes everything.

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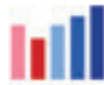
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## What Buyers Really Look for in a Tire Service Business - Jim Parker

Most independent tire service business owners have a general sense of what makes their company valuable. Strong revenue, consistent customers, a good location, and a hardworking team all matter. But when it comes time to sell, many owners are surprised to learn that buyers, and especially lenders, evaluate things through a slightly different lens.

It's not that buyers don't care about sales. They do. But buyers and banks are far more focused on predictability, proof, and risk reduction than most owners realize. They want confidence that the profits they're buying will still be there after the current owner steps away, and that the business won't require heroic effort to maintain.

Whether you plan to sell in the next year or the next ten, understanding what buyers and lenders look for can help you make smarter decisions today and strengthen your business long-term.

Below are the key areas that typically matter most in a tire and service business sale, along with practical ways to improve them.

### 1) Consistent Cash Flow (Not Just High Revenue)

The first thing serious buyers focus on is not revenue, it's the ability of the business to produce consistent cash flow year after year.

A tire center can generate impressive sales, but if margins swing wildly or profits depend on one great month, buyers will discount the business. Consistency reduces risk, and lower risk almost always translates into higher value.

#### What buyers like to see:

- stable or growing revenue trends
- steady gross margin performance
- predictable overhead
- minimal profit surprises month to month

#### What helps improve this:

- consistent pricing practices
- stable staffing and scheduling
- strong controls on discounts, comebacks, and waste
- tracking basic KPIs so you can identify issues early

Buyers want to know they're purchasing a system that performs, not a business that relies on luck or constant owner intervention.

### 2) Clean Financials That Tell a Clear Story

If you want to attract strong buyers (and get the best terms), your financial records need to be understandable quickly. Not perfect - just clear, organized, and defensible.

Most buyers don't mind that small business financials aren't at a corporate level. What makes buyers nervous is when the books are messy, inconsistent, or difficult to reconcile.

#### What buyers and lenders look for:

- tax returns that align with reported earnings
- clean year-end statements (P&L and balance sheet)
- clear categorization of revenue and expenses
- minimal miscellaneous or vague expense lines
- separation of personal expenses from business operations

Just as importantly, buyers want to see that the owner understands the numbers. When an owner can confidently explain trends, margins, payroll, and key costs, it builds trust immediately.

### 3) Add-Backs That Are Realistic and Easy to Support

In many tire center sales, the final valuation depends heavily on the business's discretionary earnings, often referred to as Seller's Discretionary Earnings (SDE) or EBITDA, depending on deal size and buyer type.

Add-backs can increase that number, but only when they are credible.

Add-backs are personal or one-time expenses that a new owner won't necessarily have. Common examples include certain personal vehicle expenses, some travel, personal insurance, or owner-specific perks.

The key point to note is that buyers don't automatically accept add-backs just because they're listed. They want proof.

#### Strong add-backs are:

- clearly documented
- reasonable
- consistent with industry norms
- easy to verify in bank/credit card statements and accounting records

When add-backs are exaggerated or messy, buyers lose confidence and negotiations often turn into a grind. Clean add-backs strengthen value and keep deals moving.

### 4) A Transferable Operation

One of the biggest deal killers in tire and service businesses is excessive owner dependence. Many owners wear every hat: quoting jobs, managing fleet relationships, handling vendor issues, resolving customer complaints, and making key decisions throughout the day.

Buyers don't mind hard work, but they want to know that the business can operate without the current owner being the glue.

#### Buyers pay more for businesses that:

- have a capable manager or lead service writer
- use consistent quoting and pricing practices
- have documented processes
- run smoothly even when the owner is absent

The more transferable the operation is, the larger the buyer pool becomes. A business that can operate without the owner appeals to serious buyers and is often easier to finance.

### 5) Customer Mix and Stability

Many tire centers have a blend of retail traffic and commercial or fleet business. Fleet work can be a great revenue engine, but buyers will always evaluate the stability of those accounts.

If one or two fleet accounts represent a large percentage of sales, buyers see concentration risk because losing one customer can materially change the business.

#### Buyers typically want to know:

- how much revenue comes from your top 5 customers
- whether fleet accounts are contracted or informal
- how long key accounts have been in place
- how pricing is structured and how often it's reviewed
- whether relationships are tied to the owner personally

The best-case scenario is a diversified customer base with recurring business and documented relationships. The more predictable your revenue streams are, the safer the business feels to a buyer.

### 6) Employee Stability and Labor Structure

In the tire industry, staffing is one of the most common operational pain points. Buyers understand that hiring and retaining good technicians isn't easy, but they will always evaluate how dependent the business is on a few key people.

#### Buyers ask questions like:

- Do you have long-tenured techs or constant turnover?
- Is there a lead tech or manager who holds the shop together?
- Are compensation plans sustainable?
- How productive is the team?

Even if your shop has strong revenue, a fragile labor situation can increase perceived risk and reduce valuation.

Businesses that have stable teams, good culture, and clear roles often feel more investable to buyers, and that confidence shows up in price and terms.

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## 7) Facility and Lease Terms That Make Sense

A great tire business can still struggle to sell if the facility situation is unclear or unfavorable. Buyers want confidence in the location and the ability to remain there.

### Key factors include:

- remaining lease term (buyers typically like several years remaining)
- renewal options
- landlord cooperation with assignment or new lease terms
- rent relative to sales and profitability
- any deferred maintenance or major upcoming costs

Facility risk can also affect financing. If a bank believes the location is uncertain, the deal becomes harder to fund.

## 8) Financing Readiness: How Lenders Think

Many buyers rely on bank financing to purchase a tire business. That means lenders effectively become a second buyer in the deal, with their own checklist.

Lenders focus on one main question: Will the business generate enough cash flow to comfortably pay the debt and still support the new owner?

### They want to see:

- strong, consistent cash flow
- clean documentation
- reasonable add-backs
- stable customer base
- a business that doesn't rely entirely on the seller's presence

If your business checks those boxes, financing becomes easier, the buyer pool increases, and deal terms often improve.

### The Takeaway: Value Is Built Long Before You Sell

One of the biggest misconceptions owners have is that selling a business is primarily about marketing. In reality, the best outcomes come from preparation.

Buyers and lenders aren't looking for perfection. They're looking for confidence.

### Confidence comes from:

- predictable earnings
- clean records
- reasonable add-backs
- transferable operations
- stable customers and employees
- a clear story supported by real numbers

Even if you're years away from selling, making improvements in these areas creates real value. It also makes the business less stressful to run and more resilient.

A well-prepared tire center doesn't just sell faster, it typically sells for more, with smoother negotiations and fewer surprises.

If you build the business the way buyers and lenders evaluate it, you give yourself the best possible options when the time comes to transition.

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## ITDG 2026 Insights

As we head to the ITDG 2026 Annual Conference in Orlando this April, one thing is clear: the way customers find and choose independent dealers continues to evolve. The conversations we're expecting to have at ITDG aren't theoretical. They're the same ones we're having every day with shop owners across the country. What's working, what's not, and where the biggest opportunities are right now.

If you're thinking about growth in 2026, here are a few areas worth focusing on.

### The Digital-First Customer Journey

Before a customer ever walks through your door, they've already made a decision about your business.

In fact, 93% of consumers use online search to find a local business, and over 80% research online before making a decision. They've searched, compared options, read reviews, and checked out your website. That first impression is happening long before any phone call or visit.

We're hearing this every day from shops like yours: customers are more informed, and expectations are higher. Showing up with a clear online presence is no longer optional. It is the starting point.

### Local Search Visibility Matters More Than Ever

When someone searches for a service in your area, your shop should be easy to find and easy to trust.

Here's why that matters:

- 87% of consumers used Google to evaluate local businesses in the past year.
- Reviews are one of the top factors in purchase decisions.

That comes down to a few key things:

- Accurate business information across platforms
- A steady flow of real customer reviews
- A strong and active Google Business Profile

Small gaps here can mean missed opportunities. We often see shops doing great work but losing business simply because their online presence doesn't reflect it.

### Your Website Should Work for You

Your website should not just exist. It should help turn visitors into customers.

And the data backs that up:

- 75% of users judge a company's credibility based on its website design and
- 88% of users are less likely to return after a bad website experience.

That means clear messaging, easy navigation, and simple ways for customers to take the next step, whether that is calling, booking, or reaching out.

At ITDG, we expect a lot of conversations around websites that look fine but are not delivering results. A high-performing site is one of the most valuable tools your business can have.

### Retention vs. Acquisition

Growth is not just about bringing in new customers. It is also about keeping the ones you already have. Studies show that acquiring a new customer can cost 5x more than retaining an existing one, and increasing retention by just 5% can significantly boost profitability.

Many dealers we talk to are starting to shift their focus toward retention. Staying connected with past customers, creating consistent touchpoints, and building long-term relationships.

It is often more cost-effective and more impactful than constantly chasing new leads.

## Boost Tire Sales and Adjacent Services

For many independent dealers, tire sales are a cornerstone of revenue—but growth doesn't have to stop there. The shops we talk to at ITDG are seeing real results by combining tire sales with complementary services like alignments, brakes, or maintenance packages.

Here are a few ways to maximize tire sales and related offerings:

- **Bundle Services:** Offer tire packages that include rotations, alignments, or seasonal checks. Customers perceive more value, and shops increase per-transaction revenue.
- **Digital Promotions:** Highlight tires and service bundles on your website, Google Business Profile, and social channels. Did you know that 60% of tire buyers research online before purchase? Making these services easy to find drives both in-store and online sales.
- **Retention Marketing:** Use your CRM or email marketing to notify customers about tire replacements or related services at the right intervals. Regular, helpful communication keeps customers coming back.
- **Upsell During Appointments:** Encourage technicians and service advisors to suggest complementary services during a tire appointment. Small recommendations can add big revenue over time.

By thinking beyond just the tire sale, dealers can increase overall service revenue and improve customer satisfaction.

## Let's Talk About What Digital Marketing in 2026 Looks Like for You

These are the kinds of conversations we are looking forward to at ITDG 2026. Real conversations about real challenges and real opportunities. Every shop is different, but the goal is the same. Build a stronger presence, connect with more customers, and drive meaningful growth.



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## Your Best Customer is the One You Already Have

*Why the smartest tire dealers and auto repair shops are starting to think about their customer base as an annuity - and how automated remarketing turns that thinking into real revenue.*

By Jason Abrahams

Founder & CEO, TireTutor

Ask any tire dealer or shop owner where the most valuable customer in their business is, and they'll tell you the same thing: it's the person who was in the bay last quarter, not the one who hasn't shown up yet. They know it intuitively. They've seen it play out in their own books. They can point to specific accounts that have been coming back for ten or fifteen years and have generated more revenue than any single ad campaign ever has.

The harder question — and the one that separates the shops that grow from the ones that plateau — is what the business actually does with that knowledge.

Because knowing that existing customers are valuable isn't the same as being set up to make them into reliable, repeatable revenue. The shops that grow steadily, year after year, aren't the ones that discovered the importance of retention. They're the ones that built a business that systematically turns every customer relationship into an annuity.

### The Annuity Isn't Found. It's Built.

In financial terms, an annuity is an asset that pays out on a regular schedule for years. You invest once and collect over a long horizon.

Every customer who has ever walked into your shop is, in theory, an annuity. They're going to need tires again, an oil change, brakes, an alignment, a battery — and not just once. Across the lifetime of a vehicle, and often across multiple vehicles in the same household, that single relationship represents real, predictable revenue.

The "in theory" is doing a lot of work in that sentence. Whether the annuity actually pays out depends entirely on what the shop does to earn it. And the shops that are best at this don't treat it as a single tactic. They treat it as a way of running the whole business.

**It comes down to three things working together:** the experience you deliver in the bay, the way you stay in front of the customer between visits, and the way you make every visit count.

### 1. The Experience Earns the Right to Come Back

Nothing in this conversation matters if the customer doesn't want to return. Reminders don't fix a bad oil change. Marketing can't paper over a service writer who didn't listen.

The shops with the strongest annuities tend to have something in common: they've made the in-person experience consistently great. Clear communication on the phone. Honest estimates. Bays that look the way a customer hopes a shop will look. Technicians who actually take the time to explain what they found.

This is the foundational layer. Everything else in this article assumes it's in place. The shops that are growing fastest in 2026 got there by being the kind of operation people want to come back to.

### 2. Remarketing Is How You Ask Them To Come Back

Even the best shop in town loses customers to forgetfulness. People move, schedules slip, the dashboard light comes on, the customer means to call you — and then four months go by and they ended up somewhere else because somewhere else asked first.

This is what a good remarketing program solves. The mechanism is straightforward: the right reminder, sent to the right customer, at the right moment based on what they actually had done in your shop. It's not a generic newsletter. It's a service. The customer needs the work anyway. The shop is just the one that remembered to mention it.

Acquiring a new customer generally costs between five and twenty-five times more than retaining an existing one. That's a wide range — and it includes everything from advertising spend to the labor and time required to convert a lead into a sold ticket. Acquiring new customers should be part of your overall strategy, but it's always going to make financial sense to keep your existing customers coming back.

The shops that do this well aren't running it by hand. The owners don't have time, the service writer has six other priorities, and the team has a thousand small fires every week. The ones who get the benefit of remarketing are the ones whose software is doing it for them — automatically, on the right cadence, based on real service history, in the background, without anyone having to remember.

### 3. Every Visit Is a Chance to Grow the Relationship

The third piece — and the one most shops are still figuring out — is what happens during the visit itself. A customer who comes in for a tire rotation is a customer with the hood up, a vehicle on a lift, and a service advisor in the room. There is almost always more work that can be done — not because the shop is upselling, but because the vehicle genuinely needs it and the customer benefits from knowing.

The shops that capture this opportunity consistently are the ones that don't rely on a technician's memory to surface it. Digital vehicle inspections, especially the AI-powered kind, are quietly reshaping this part of the business. A modern AI DVI walks the technician through the vehicle systematically, captures photo and video evidence of what they're seeing, and produces a clean, customer-friendly report — color-coded by urgency — that goes straight to the customer's phone.

That report does two important things. It makes the recommendation easier for the customer to say yes to in the moment, because they can see the issue with their own eyes. And it lays the groundwork for a future visit, because a yellow item this time becomes a red item three months from now and the system remembers.

A great DVI program doesn't just lift the average repair order on the visit you're in. It strengthens the annuity, because every visit becomes a chance to deepen the customer's trust and surface the next piece of work.

### What Changes When You Build It

The mindset shift here is small but consequential. A shop that runs on transactions makes different decisions than a shop that runs on annuities.

It invests in the parts of the experience the customer remembers. It captures more data on every work order because that data is what makes the right reminder possible six months from now. It uses the time the vehicle is in the bay to do a real inspection, not a glance. And it gets a lot more particular about which new customers it spends to acquire in the first place — because the value of a customer isn't a single ticket, it's a relationship that pays out for as long as they own a car.

None of this means acquisition stops mattering. Every annuity has to start with a first visit, and finding the right new customer — the one likely to come back for years — is still where growth begins. The difference is how those dollars get spent. The shops winning the next decade in tire and auto repair won't be the ones spending the most on new customer acquisition. They'll be the ones spending it the smartest, using AI to put every ad dollar in front of the right prospect and optimizing campaigns continuously instead of setting them and forgetting them. And then they'll wrap every customer they win in an automated system that keeps them coming back. Find the right customers efficiently, keep them automatically: that's the whole flywheel.



# SAVE THE DATE

## SEPTEMBER 24, 2026

Tee off for Charity Golf Tournament  
9:00 am SHOTGUN START at the HYANNIS GOLF COURSE

Registration Deadline: **Monday September 14, 2026**

### PRICING

Single:	\$175
Foursome:	\$700

### SPONSORSHIP PRICING

Friend of NETSA:	\$100
Hole Sponsorship:	\$350
Registration Sponsor X 2	\$500
Beverage Cart	\$500
Partner Sponsorship:	\$750
The Turn Sponsor	\$2,000
19 <sup>th</sup> Hole Sponsor	\$3,500

#### \$350 per Hole - Price includes the follow:

- Sign with your name at the Tee Box
- Recognition at the Golf BBQ Dinner
- Mention in our Road Runner Newsletter
- Mention on our Website
- (1) Discounted Tournament Registration @ \$125 (reg \$175)

More details for sponsorship opportunities at [www.netsa.org](http://www.netsa.org)

### PRIZING

- 1<sup>st</sup> Place
- 2<sup>nd</sup> Place
- "Above Par"
- Closest to the pin
- Longest Drive



SCAN QR CODE  
TO REGISTER



**Registration 8:00 am**  
**Shotgun start at 9:00 am**  
Raffle prizes, silent auctions, contests,  
and more to keep the day driving along!

We look forward to seeing you in September!  
Contact Katie with any questions, concerns,  
missed details etc. [Katie@netsa.org](mailto:Katie@netsa.org)

**Hyannis Golf Course**  
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Stay at the **Margaritaville Cape Cod** bring the family for an end-of-the-summer weekend getaway.

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**Counteract Balancing Beads® Acquires the DynaBeads Brand and Related Assets, Strengthens Industry Leadership**

Guelph Ontario, – May 2026 — Counteract Balancing Beads, a leading and trusted name in tire balancing solutions for nearly 30 years, today announced it has acquired the DynaBeads brand and related assets from Innovative Balancing. As Innovative Balancing winds down operations, Counteract is stepping forward to ensure customers have a stable, proven, and long-term partner moving ahead.

This move reinforces Counteract’s position as a dominant force in the balancing bead market, providing customers with a seamless path forward backed by established expertise, reliable supply, and industry-leading service.

“We are proud to welcome DynaBeads customers to Counteract,” said Daniel LeBlanc, President. “At a time when customers need certainty and consistency, we offer both. With nearly three decades of experience and a strong foundation in the market, we are uniquely positioned to deliver the performance, support, and reliability they can count on.”

Counteract has built its reputation on proven product performance, dependable availability, and exceptional customer service—pillars that will now support customers transitioning from DynaBeads.

Customers can expect:

- A trusted brand with nearly 30 years of industry leadership
  - Consistent, high-performance balancing solutions
  - Responsive, customer-focused service and support
  - Reliable product availability and distribution continuity
- “As the market evolves, customers are looking for a partner with staying power,” added Daniel LeBlanc. “Counteract delivers that stability. We are committed not only to supporting former DynaBeads customers—but to exceeding their expectations at every level.”

Counteract is actively onboarding new customers and is prepared to provide immediate support, product guidance, and supply continuity.

For more information, please visit

<https://counteractbalancing.com/dyna-beads-brand-acquisition/>  
or contact [contact@counteractbalancing.com](mailto:contact@counteractbalancing.com)



**Sidney B. Tinson, Jr. Obituary**

Sidney B. Tinson Jr., son of the late Sidney B. Tinson Sr. and Patricia O’Neal Tinson, passed away at the age of 81, with family by his side in Westerly, Rhode Island, on May 6, 2026.

Sid was, above all else, a family man. He was a devoted husband to his wife Kathy, with whom he shared 56 years of marriage, a proud father of three, and a grandfather to eight grandchildren, each of whom he loved dearly and shared a special connection with. In his later years, Kathy’s devotion and strength defined her as an extraordinary caregiver. Her unwavering support, patience, and love brought him comfort and dignity, reflecting the deep and enduring partnership they shared.

He is survived by his three children: Mary-Ellen Gioioso (Gino) of Walpole, Massachusetts, and their children Lindsay, Ashley, Gracey, and Gino Jr.; Kelly Celico (Joe) of Westerly, Rhode Island, and their children Alex and Max; and Robert Tinson (Ellen) of East Hampton, Connecticut, and their children Emily and Jack; his brother Albert Tinson of Charlotte, North Carolina; and sister Patricia Brown of Rancho Cucamonga, California. He is also survived by many beloved nieces and nephews, along with countless friends whose lives he touched throughout the years.

Born and raised in Braintree, Massachusetts, Sid attended Don Bosco High School in Boston, Massachusetts, and went on to Bryant College, now Bryant University, in Rhode Island, where he met Kathy. Together, they began building a life that would take them to Buffalo, New York, where they lived for seven years, and then to Walpole, Massachusetts, where they would spend the next 45 years. They also spent summers in their home in Harwich, Massachusetts.

Sid and Kathy built a life together rooted in partnership, shared experiences, and lifelong friendships. They traveled often and formed bonds that lasted a lifetime.

Sid began his career with Monroe Auto Equipment, later part of Tenneco Inc., in 1968 after graduating from college. He later continued his career with Quinsig Automotive Warehouse in Worcester, Massachusetts, then Meineke Car Care Centers, and concluded with Sullivan Tire, a company he connected with early in his career and a fitting end to a long and successful one.

Sid retired after spending over 50 years in the automotive aftermarket. He was active in the New England Tire & Service Association and was named to the NETSA Hall of Fame in 2019. His commitment to mentoring others and helping them grow in their careers will carry on through the development of a foundation created in Sid’s name, supporting the automotive aftermarket and personal development.

He led by example, believed in people, and had a way of making others believe in themselves. Sid was also an avid Boston sports fan, a passion he shared with Kathy.

### Computer Software

#### **ASA Tire Systems:**

**Ashley Hopkins – (603) 324-7404**

- Complete Software for the Automotive & Tire Business at a 10% Discount

#### **TireTutor.ai:**

**Jimmy Gogan (781) 205-9148**

TireTutor.ai is an all-in-one software platform that connects digital retail to in-store operations. It includes a modern POS with integrated tire ordering and online scheduling, websites optimized for agentic search, B2B wholesale ordering software with real-time inventory, and AI-powered advertising. Ask about our discounted rate for NETSA members!

### Advocacy Credit Card Fees

#### **Merchant Advocate:**

**Don Giordano (973) 897-2778**

Save money on your credit card fees without switching processors. The credit card industry is unregulated and lacks transparency; we have become the industry WATCHDOG. Our goal is to help protect merchants from inflated rates and eliminate hidden fees.

### Oil Products

#### **Brenntag Lubricants:**

**John Reid (800) 426-7754**

Our highly experienced group of sales representatives, lubricant engineers, and our vendor partners will consult with you to understand your needs and recommend the best lubrication solution for your application.

### Auto Repair Business Sales

#### **The Auto Repair Boss:**

**Jim Parker (407) 927-8999**

Specializing in selling auto repair-related businesses, including general auto repair, tire shops, collision centers, and glass repair. With 25 years of experience, no upfront fees, and a reputation for handling every transaction with the utmost confidentiality, Jim is a trusted expert. A nationally recognized thought leader with 50+ industry awards, Jim is dedicated to helping business owners maximize the sale price of their business.

### Web Site

#### **Cinch:**

**Gabe Davis 801-592-3275 Sales@cinch.io**

Cinch provides tire shops with the tools to operate more efficiently and deliver superior customer experiences. Our all-in-one marketing platform offers simple, powerful solutions designed for you:

- Customer Data Platform: Keep all your customer information in one place.
- Marketing Automation: Send perfectly timed, personalized messages automatically.
- Voice AI Call Assistant: Never miss a customer call, even after hours.
- Intelligent Scheduler: Let customers book appointments online, 24/7.
- Loyalty Rewards: Build customer retention with a simple rewards program.
- With Cinch, you have everything necessary to streamline operations, improve customer retention, and drive revenue.

\*NETSA members receive an exclusive 10% year-over-year discount. Contact Cinch today to schedule your personalized demonstration.  
www.cinch.io/tire

### Social Media & Digital Marketing

#### **Optimize Digital Marketing (ODM):**

**Doug Robison (651) 410-1416**

Optimize Digital Marketing empowers businesses to compete in a digital age. Since 2012, the agency has grown from a social media startup into a full-service partner specializing in digital advertising, social media management, website design and management, reputation protection, digital dashboard, and directory management solutions. As certified partners of Google, Yelp, and Meta, we deliver transparent, data-driven strategies backed by U.S.-based support with dedicated account consultants. Whether you're just starting or scaling up, we learn your business inside and out to tell your story and connect you with the right customers online. NETSA members can take advantage of a special offer of 50% off setup fees to get started with real digital marketing results.

### Insurance Coverage

#### **Affiliated Insurance Agency:**

**Phil Muller (516) 576-0166 x:202**

- All forms of insurance for the tire and rubber industry since 1981
- Comprehensive comparison review of current insurance portfolio for retailers, wholesalers, commercial, industrial, rereaders and manufacturers
- Insurance products included but not limited to Property, Liability, Automobile, Employment Practices Liability and Cyber Liability
- TIA/Allstate exclusive group health insurance program broker

### Craft Your Financial Road Map to Success

#### **Champlin & Associates:**

**Peter Owth (585) 899-1226**

Exclusive 20% Discount for NETSA members and their families. Whether you need assistance with your estate plan or wish to explore strategies for enhancing the value of your business, we excel in helping successful business owners. Our expertise lies in crafting distinctive approaches to minimize taxes, boost income and create a lasting legacy. Embrace an open mindset and take control of your financial journey today!

### Supplies, Solutions and Savings

#### **HD Supply:**

**Brian Legrande (631) 636-6525**

HD Supply offers customers a vast assortment of over 100,000 MRO, full-line janitorial, and OS&E products from high-quality, national, and private brands, all at competitive prices. Combined with our industry-leading services and solutions – including localized jobsite delivery, renovation programs, direct-ship options, and innovative digital tools and capabilities, as well as dedicated sales and customer care teams

### Tire Industry Market Facts

#### **GfK Benchmarking:**

**Neil Portnoy (212) 884-9269**

- Monthly Benchmarking reporting
- Your store(s) vs. Market
- Sales, Share, Price; all by product line.
- Know what customers are buying so you can make informed inventory decisions.



# NETSA

New England Tire & Service Association

[www.netsa.org/memberships](http://www.netsa.org/memberships)





P.O. Box 320166  
West Roxbury, MA. 02132

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Tel: (855) 638-7248  
e-mail: [Katie@NETSA.org](mailto:Katie@NETSA.org)  
website: [www.netsa.org](http://www.netsa.org)



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**2026 NETSA Scholarship Golf Tournament  
September 24, 2026**