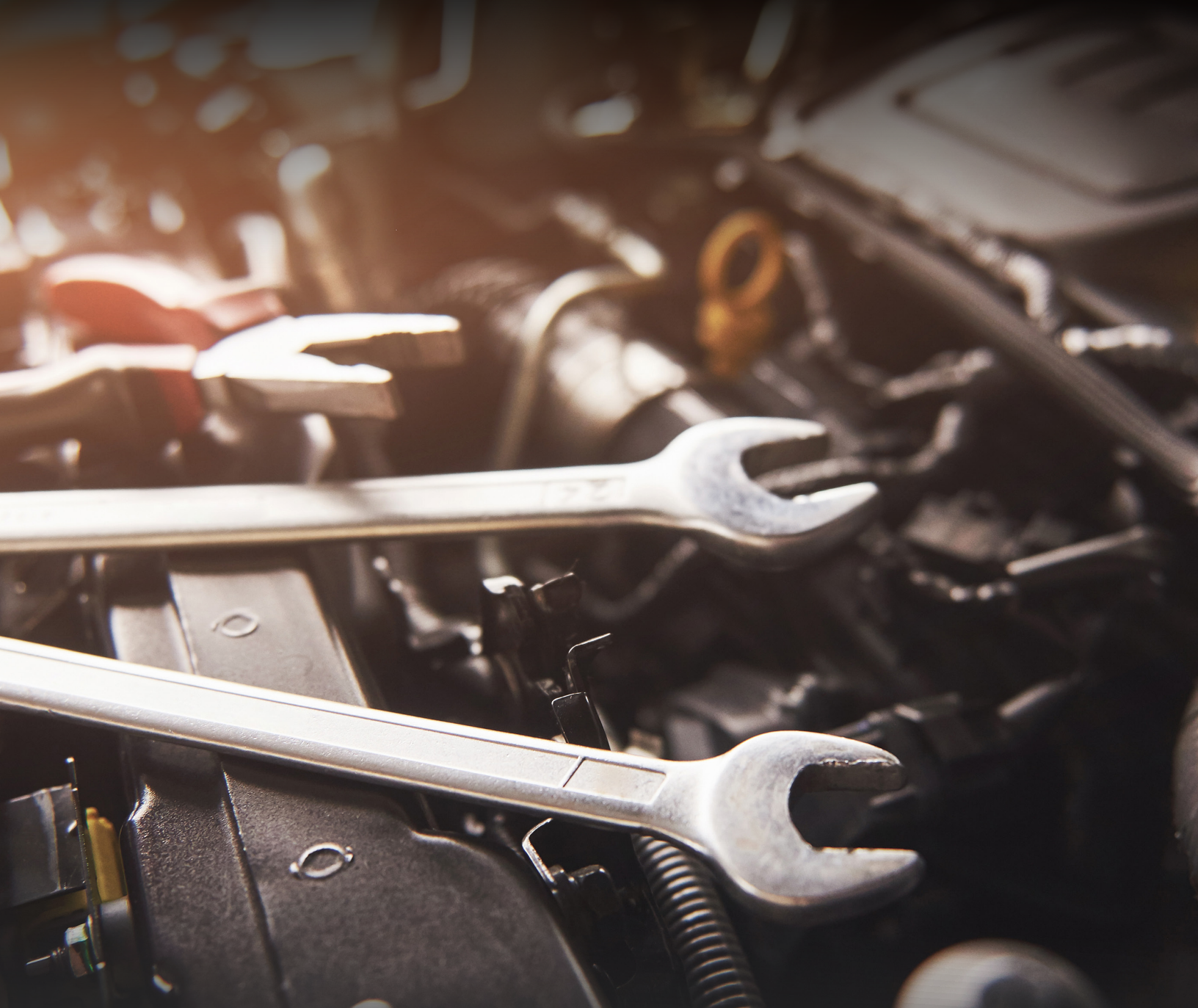




THE COST OF DOING NOTHING:

Why you should break the
status quo to grow your shop.



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OF TECHNOLOGY AND CHANGING
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INDUSTRY STANDARDS HAVE
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In the highly competitive world of automotive repair, meeting ever-changing customer needs and streamlining processes are key to success. However, too many auto repair shop owners are missing out on potential profits by being slow to change processes. As a shop owner, sticking to the status quo could be costing your business more than you realize.

In today's market, reluctance to change your processes can mean missed revenue and growth opportunities – even if you're using the same strategies that have worked for you in previous years. Today's automotive industry is constantly evolving, and without a growth-oriented mindset or the right forward-looking strategies, your shop could be losing out on profits, reputation and valuable time. In this e-book, we'll explore how staying stagnant can hinder your success and how implementing effective changes, such as utilizing a shop management system and standardizing your processes, can help you unlock your shop's full potential.

BREAKING THE STATUS QUO

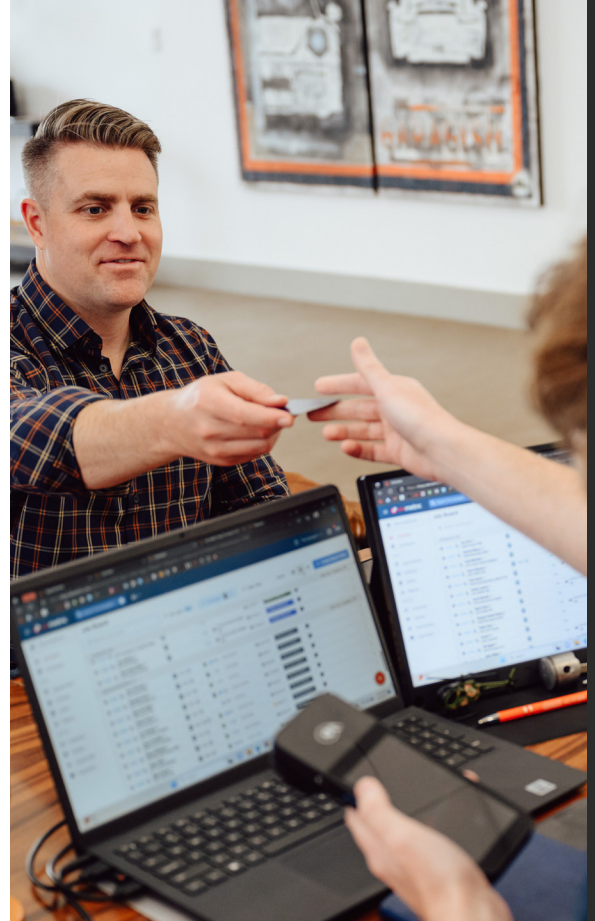
With the rapid advancement of technology and changing customer expectations, industry standards have become even higher than before. Yet making changes to a process that might have worked in your shop for years can seem daunting. After all, if it has worked for this long, why wouldn't it continue keeping your shop afloat? However, nothing can change on the bottom line if nothing changes within the shop.

One of the best tools that can help a shop grow is a shop management system. The right shop management system opens the door to improving your shop's daily operations – preventing you from losses in money, time and reputation. The right system, with features like key data tracking and automated processes, provides the tools to increase your bottom line, your reputation among customers and your productivity.



STREAMLINE PROCESSES TO GROW PROFITS

Implementing a shop management system can be a game-changer for shops when it comes to growing profits. These systems streamline processes, optimize workflow and enable shop owners to repair more vehicles in the same amount of time – without the need to pre-emptively hire additional technicians or arranging bay schedules to accommodate competing needs. The numbers speak for themselves: auto repair shops effectively using shop management systems experience an increase of at least 17% in average repair orders (AROs).



To illustrate the point further, let's assume Shop A has an ARO aligned with the national average - \$250-325 per repair order - and the team writes 200 repair orders per month. If the shop increases its average repair order by 17%, it can equal an increase of approximately \$51 per repair order - and an overall \$10,200 increase in Parts and Labor sales.

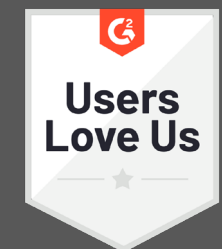
Not only do shops experience an uptick in volume of repairs, but simply integrating a shop management system can provide the tools a shop needs to increase approvals for repairs on a single vehicle, thereby increasing the value of individual repairs. This might seem small at first – but repairs increased by \$40 or \$50 for each vehicle can accumulate into a significantly increased revenue over time.



GAIN WORK THROUGH A STRONG REPUTATION

By standardizing processes and ensuring consistent quality of service, shop owners can build a loyal customer base, leading to repeat business and positive word-of-mouth. This reputational boost can have a tremendous impact on your shop's ability to attract new and returning customers.

Trust can lead directly to your shop's financial gain, so it is important to ensure you're using the tools at your disposal to increase customer trust and their approval of repair orders. For example, if you ask your customer to close their eyes and picture a split CV boot with grease spilling out, would they know what you were talking about? It's unlikely that they will. However, with the proper digital vehicle inspection tools through a shop management system, you are able to send photos to your customers to see exactly what is wrong with their vehicle. This in turn makes it easier for them to approve the repair order and pay for the necessary work to be done.



SAVE TIME, SAVE MONEY

Consider the tasks you spend the most time on in your shop. Is it recalculating the same parts matrix over and over? Or perhaps it's scheduling appointments. Regardless, it's important to consider whether those time-sucking tasks can be automated through a shop management system. By using a shop management system to automate tasks such as appointment scheduling, inventory management and invoicing, shop owners can reduce both the time their team spends doing simple tasks as well as manual errors. This ultimately allows team members to focus on customer interactions and other portions of their role that are more valuable for the time they take.

BONUS:
IMPROVE
YOUR BOTTOM
LINE WITH A
COACHING
GROUP.





An auto repair shop doesn't necessarily have to be its own island. In fact, when shop owners work together and share their tips for success, it has been proven that they can all benefit and grow their shops in one way or another. Transformer's Institute is a coaching group that has experienced the benefits its shop owners gain from participating.

Groups like the Transformer's Institute can help shop owners move beyond the status quo, as they exchange ideas and solutions with other shop owners to overcome challenges. "You're able to grow faster because, not only are you inspired, you also have helpful resources and tactical strategies," said Fernando Miranda, Vice President of the Transformer's Institute. "It's almost like someone is sharing their playbook, so you don't have to build one from scratch yourself."

Sometimes, they focus on tactical information, such as what a good average repair order might look like. On the other hand, coaching groups can help a business grow strategically, such as opening a second or third location. In addition, coaching groups can offer one-on-one mentorship that supports a shop owner in their specific needs by giving guidance that helps the owner focus on the growth of the business itself, rather than just the day-to-day operations.



WORK SMARTER NOT HARDER

A shop management system can offer the opportunity to take your shop to the next level and manage it effectively, no matter when or where you are working. Not only can the technology automate processes that normally take you hours to do, it can also open the door to improved communication and trust with customers. In fact, if a shop owner is willing to break the status quo and adapt to this new technology, a shop management system's features can be the key to a shop's continued growth and expansion to reach its full potential.

As counterintuitive as it sounds, breaking the status quo is vital for the success of any auto repair shop. By sticking to outdated processes and not embracing change, a shop can remain stagnant, missing out on opportunities for increased efficiency and profitability. New technologies, streamlined processes and improved operations can lead to significant gains in revenue and customer satisfaction – to the business' benefit. On the other hand, refusing to adapt may result in a negative impact on the shop's reputation, as customers seek out more modern, efficient competitors. Additionally, time wasted on insufficient processes can add up, resulting in decreased productivity and profitability in the long run. To stay ahead in the industry, it's essential to break free from the status quo and actively seek ways to improve and grow.

MR. P.'S SHOP GROWTH

One member of Transformer's Institute took full advantage of shop management systems and coaching to help grow his shop, increasing his bottom line and reputation while saving time-related costs. At the beginning of his time with Transformer's Institute, Mr. P was making nearly \$1.5 million in sales. While this number is highly impressive and might have been satisfactory to another shop owner, Mr. P knew he could increase his sales and grow the business.

In effort to succeed, Mr. P joined the Transformer's Institute, hired a manager and began implementing strategies to standardize his processes. Not only did he make his operating costs more efficient, he increased his sales to \$2.5 million in just one year. In fact, he recently acquired a second location, then a third – all because he took the step to break the status quo.

