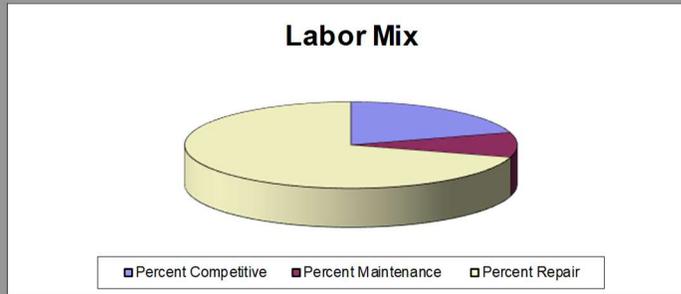


100 RO Analysis – Zeigler Ford Lincoln of Elkhart

Repair Order Analysis Summary Report							
	Sales in Dollars		FRH's on RO's		Averages		Analysis
Competitive	\$ 2,884	÷	42.60	=	67.70		FRH Average
Maintenance	\$ 1,649	÷	19.40	=	84.99		FRH Average
Repair	\$ 16,041	÷	147.50	=	108.75		FRH Average
Totals	\$ 20,574	÷	209.50	=	98.20		Customer ELR
			Target Labor Rate		104.73		Per FRH
Total Ro's in Sample	100		Difference		-6.53		Per FRH
Cost of Labor							
Total Cost of Labor	6509.68	÷	Total Sales	=	31.64%		Percent Cost of Sales
Total Cost of Labor	6509.68	÷	Total FRHs	=	31.07		Cost per FRH
Repair Order Measurements							
Total Labor Sales	20,573.91	÷	Total ROs	=	205.74		Avg Labor per RO
Total FRHs	209.50	÷	Total ROs	=	2.10		Avg FRH's per RO
Menu Sales		÷	Total ROs	=			Percent Menu Sales
Competitive FRHs	42.60	÷	Total FRHs	=	20.33%		Percent Competitive
Maintenance FRHs	19.40	÷	Total FRHs	=	9.26%		Percent Maintenance
Repair FRH	147.50	÷	Total FRHs	=	70.41%		Percent Repair
One item ROs	49	÷	Total ROs	=	49.00%		Percent One Item RO
Model Year Analysis							
2023	2022	2021	2020	2019	2018	Older	Total
0	0	5	13	11	4	67	100
0.00%	0.00%	5.00%	13.00%	11.00%	4.00%	67.00%	



Summary Report Discussion – Jason Delguanto & Matt Thomas

How does your repair labor rate compare to your posted door rate? It is lower than both our posted door rate and lower than the warranty labor rate.

Is there discounting? There was discounting on a few different repair orders. The ones that were frustrating to see, were a few employee discount rates for people who were no longer employees. The service manager had a discussion with the advisors about this and it will not happen again. For the quick lube team, the RO's were only discounted if they had a coupon code. The labor rate for competitive and maintenance items seems a little low and we discussed the opportunity to raise these on a few items based on the market non-dealer and dealer surveys.

What are the hours per R. O.? The hours per R.O. are 2.10. This is a solid number but we feel there is opportunity in the quick lube lane. When you look at hours per RO for that lane, we are much lower than expected. This is caused because when the QL team upsells work that cannot be performed in the lane and needs to be assigned a more qualified technician, they create a new RO for that work. This effect our hours per RO and needs to be corrected to keep all upsell repairs on the same RO.

What is the percent of one-line ROs? The percent of one-line RO's is 49%. This was lower than expected as well across all labor types. We feel there is room for improvement to present current and upcoming maintenance items to the customers. In addition, having videos of technician recommendations will assist the advisors to increase additional needed items for the customer. We feel there is another 15% we could decrease this number by.