

Daraius Mistry
N394-30

100 RO Analysis Summary

Our Door Rate is \$194 and our Customer ELR is \$131. Our reason for this is glaringly obvious. Our one-line ROs are at 61%!!! The good news is we were at 72% in the sample from January, (the pre class 25 RO analysis) so we have improved. This is the primary area of focus. I know we need to increase our FRHs per RO from 1.11. The Service Manager and I have agreed to take baby steps and track it up to 2.0 FRHs per RO. We recognize that NADA guide is 2.2-2.5 but remember...baby steps That will be part of my SWOT Analysis. There is no "wild west" discounting going on. Our Service Manager is the only one allowed to discount for both parts and service. If discounting does happen, it is usually in the form of removing the diagnosis charge from the RO when the recommended work is done. We are missing the boat with the older vehicles. They are getting their oil change and safety inspection done here for the convenience. The Safety inspection is \$25.00 regulated by the state. The oil and filter change is \$70-\$90 for gas engines. Neither of these services are profitable. In fact, if I give my safety inspector (he has to be state licensed) another raise, it will be a loss.

We have our starting point and our work cut out for us. The good news is I have the team to achieve our goals. We will focus on tools and skills such as MPIs with a movement towards Video MPIs to help produce more FRHs per ROs.