

# A. ADVERTISING CURRENTLY IN USE

<p><b>SUMMER PARTS SPECIAL</b></p> <p><b>INSTALLED BATTERY</b>  <b>\$20<sup>00</sup> OFF</b></p> <hr/> <p><b>WIPER BLADES</b>  <b>\$10<sup>00</sup> OFF</b></p> <p><small>Valid only at Steve Landers Toyota Scion. Not valid with other offers or discounts. Present at time of write-up. Additional fees may apply. One coupon per service. Expires: 7/31/18 D158A</small></p> <p><b>STEVE LANDERS TOYOTA</b></p>	<p><b>SUMMER SERVICE SPECIAL</b></p> <p><b>4-WHEEL ALIGNMENT</b>  <b>\$69<sup>95</sup></b></p> <ul style="list-style-type: none"> <li>• PERFORM ALIGNMENT CHECK</li> <li>• SET TOE TO FACTORY SPECIFICATION</li> <li>• ADJUST CAMBER CASTER IF APPLICABLE</li> </ul> <p><small>Valid only at Steve Landers Toyota Scion. Not valid with other offers or discounts. Present at time of write-up. Additional fees may apply. One coupon per service. Expires: 7/31/18</small></p> <p><b>STEVE LANDERS TOYOTA</b></p>
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Please schedule your service appointment today.

Call: **1-855-447-6859**

or visit: [www.stevelanderstoyota.com](http://www.stevelanderstoyota.com)

**Service Hours:**

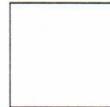
Mon-Sat: 7:00am - 6:00pm

Sun: Closed



[www.stevelanderstoyota.com](http://www.stevelanderstoyota.com)

program headquarters  
 9000 10th Ave N #300  
 Golden Valley, MN 55427



**Steve Landers Toyota Scion**  
 10825 Colonel Glenn Rd  
 Little Rock, AR 72204

<<FIRST>> <<LAST>>  
 <<STREET ADDRESS>>  
 <<CITY>>, <<STATE>> <<ZIP>>

**Visit us today!**

LC-18-0502

**CELEBRATE SUMMER WITH SERVICE SAVINGS!**

**STEVE LANDERS TOYOTA**

**COUPONS INSIDE >**

**TOYOTA ServiceCenters**  
 Keep Your Toyota a Toyota



STEVE  
**LANDERS**  
TOYOTA

Hello <<First>>,  
Summer means independence! Whether it's road trips, beaches, fireworks, or bonfires, you want your vehicle to get you there safely and without worry. Take advantage of these exclusive Summer Service Savings to make sure your vehicle is ready for your exciting Summer activities.

Please take the time to schedule your service appointment today and enjoy the benefits of Toyota ownership for years to come!

Please schedule your service appointment today.

Call: **1-855-447-6859**  
or visit: [www.stevelanderstoyota.com](http://www.stevelanderstoyota.com)

**Service Hours:**  
Mon-Sat: 7:00am - 6:00pm  
Sun: Closed

EXPECT MORE FROM YOUR MECHANIC



**SUMMER SERVICE SPECIAL**

**OIL & FILTER CHANGE SERVICE**

**\$24<sup>95</sup> | \$36<sup>95</sup>**  
CONVENTIONAL | SYNTHETIC

up to 5 quarts

Valid only at Steve Landers Toyota Scion. Not valid with other offers or discounts. Present at time of write-up. Additional fees may apply. One coupon per service. Expires: 7/31/18 D813 | D194



**SUMMER SERVICE SPECIAL**

**FRONT or REAR BRAKE SERVICE**

**\$179<sup>95</sup>**

Price Per Axle

Valid only at Steve Landers Toyota Scion. Not valid with other offers or discounts. Present at time of write-up. Additional fees may apply. One coupon per service. Expires: 7/31/18 D617



**SUMMER SERVICE SPECIAL**

**SLIDING SCALE COUPON**

YOU SPEND	YOU GET
\$99-\$199	<b>\$10 OFF</b>
\$200-\$399	<b>\$20 OFF</b>
\$400-\$599	<b>\$40 OFF</b>
\$600-\$799	<b>\$60 OFF</b>
\$800-\$999	<b>\$80 OFF</b>
\$1000+	<b>\$100 OFF</b>

Valid only at Steve Landers Toyota Scion. Not valid with other offers or discounts. Present at time of write-up. Additional fees may apply. One coupon per service. Expires: 7/31/18 D699



**SUMMER SERVICE SPECIAL**

**AIR CONDITIONING INSPECTION**

**FREE**

**INCLUDES:**  
visual inspection, vent temp check  
and quote on repairs if needed

Valid only at Steve Landers Toyota Scion. Not valid with other offers or discounts. Present at time of write-up. Additional fees may apply. One coupon per service. Expires: 7/31/18 D446



**Shannon Adams**

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**From:** Wayne Greathouse <greatacres@comcast.net>  
**Sent:** Tuesday, May 29, 2018 11:33 AM  
**To:** Shannon Adams  
**Subject:** Re: Appointment Reminder: STEVE LANDERS TOYOTA appointment on 05/30/2018 07:00 AM

Will be there

Sent from my iPhone

On May 29, 2018, at 6:34 AM, [Shannon.Adams@landerscorp.com](mailto:Shannon.Adams@landerscorp.com) wrote:

If you are having trouble viewing this email, then please add our email address to your address book and opt to load/view images.

**STEVE LANDERS TOYOTA**



<b>Confirmation Code:</b>	X01B64T0GS
<b>Advisor:</b>	e. Chase Goshien
<b>Vehicle:</b>	2017 TOYOTA TACOMA
<b>VIN:</b>	5TFGZ5AN4HX058028
<b>Requested Arrangement:</b>	Waiting while work is performed

**Appointment Reminder**

Dear Garold Greathouse,

We know that you haven't forgotten, but we thought you would appreciate a quick reminder for your upcoming appointment.

You are reserved for service on:

**May 30, 2018 at 07:00 AM**

The following services have been selected for your vehicle:

**Maintenance Services:**

*20000 Factory Required*

Did you know that you can manage your appointment online? Click the following [Appointment Details](#) to make adjustments to your reservation.

For your convenience you can add this appointment time to your calendar using the attached file, if present, or by clicking the link below:



We look forward to providing you with truly exceptional service!

**STEVE LANDERS TOYOTA**

10825 Colonel Glenn Road  
Little Rock, Arkansas 72204

[\(501\) 568-5800](tel:(501)568-5800)

[Website](#) | [Map to Dealer](#)



- Repair times and costs vary based upon the nature of the repair, parts availability, your warranty status, and other factors. Once your vehicle is in the shop, we will diagnose your problem and contact you as soon as we can to provide details and specific time and cost estimate. Diagnostic and/or repair fees may apply if work to be performed is not covered under warranty.

This is an automated message and please do not reply to it. Use the [My Account](#) to unsubscribe or adjust your privacy preferences.

If you would like to stop receiving these emails, please click here to [UNSUBSCRIBE](#).

<Service\_Appointment.vcs>

## B. NON- DEALER SURVEY

	Walmart Conway AR, 501-712-1916	Midas Pine Bluff AR, (870) 534-7521	walmart Searcy AR, 888-475-2542
<b>2015 Camry</b>			NO ADVISOR AVAILABLE TO ANSWER Q
AIR FILTER	\$19.95	\$32	\$31.32
CABIN FILTER	\$33.95	\$33.99	\$46.34
FR. BRAKES	\$189.95	229.99	\$235.00
WIPERS	Blades only \$19.95 Each \$39.90 for set	Blades \$27 Each Inserts \$11	Blades \$49.21 for set
<b>2013 Corolla</b>			
AIR FILTER	\$19.95	\$32	\$31.32
CABIN FILTER	\$33.95	\$33.99	\$46.34
FR. BRAKES	\$189.95	229.99	\$235.00
WIPERS	Blades only \$19.95 Each \$39.90 for set	Blades \$27 Each Inserts \$11	Blades \$49.21 for set

## C. FACILITY CAPACITY AND UTILIZATION

page  
B-3

FACILITY POTENTIAL	
Number of Bays	51
	x
Number of Days	22
	x
Number of Hours	11
	x
Effective Labor Rate	90.11
	equals
FACILITY POTENTIAL	\$ 1,112,138
FACILITY UTILIZATION	
Total Labor Sales	\$ 502,105
	÷

Facility Potential	\$ 1,112,138	
		<i>equals</i>
FACILITY UTILIZATION		45.15%

## D. PRODUCTIVITY TECH PROFICIENCY

MTD Hours Goal	5,172.0		Weekly Hours Goal
<i>Less Training</i>	0.0		<i>Less Training</i>
<b>Net Monthly Hours Goal</b>	<b>5,172.0</b>		<b>Net Weekly Hours Goal</b>
<b>Actual Hours Sold</b>	<b>6,577.9</b>		<b>Actual Hours Sold</b>
<b>Hours Above or Below Goal</b>	<b>1,405.9</b>		<b>Hours Above or Below Goal</b>

TECH PROFICIENCY 113.00%

## E. PRODUCTION METHOD STEVE LANDERS TOYOTA SERVICE IS ON A TEAM PRODUCTION SYSTEM

## F. ANALYZE COST OF LABOR

Repair Order Analysis Summary Report							
		Sales in Dollars		FRH's on RO's		Averages	Analysis
Competitive		\$ 517	÷	7.00	=	73.82	FRH Average
Maintenance		\$ 185	÷	2.20	=	84.28	FRH Average

Repair	\$ 968	÷	9.20	=	105.21	FRH Average	
Totals	\$ 1,670	÷	18.40	=	90.76	Customer ELR	
		Target Labor Rate			101.95	Per FRH	
Total RO's in Sample	25	Difference			-11.19	Per FRH	
<b>Cost of Labor</b>							
Total Cost of Labor	328.12	÷	Total Sales	=	19.65%	Percent Cost of Sales	
Total Cost of Labor	328.12	÷	Total FRH's	=	17.83	Cost per FRH	
<b>Repair Order Measurements</b>							
Total Labor Sales	1,670.07	÷	Total RO's	=	66.80	Avg Labor per RO	
Total FRH's	18.40	÷	Total RO's	=	0.74	Avg FRH's per RO	
Menu Sales		÷	Total RO's	=		Percent Menu Sales	
Competitive FRH's	7.00	÷	Total FRH's	=	38.04%	Percent Competitive	
Maintenance FRH's	2.20	÷	Total FRH's	=	11.96%	Percent Maintenance	
Repair FRH'	9.20	÷	Total FRH's	=	50.00%	Percent Repair	
One item RO's	16	÷	Total RO's	=	64.00%	Percent One Item RO	
<b>Model Year Analysis</b>							
2019	2018	2017	2016	2015	2014	Older	Total
0	1	0	2	4	2	16	
0.00%	4.00%	0.00%	8.00%	16.00%	8.00%	64.00%	

## G. CHANGES IN EXPENCE STRUCTURE



		% Adj Ovhd Exp
Parts Department Total Gross	\$ 290,822	22.27%
Service Department Total Gross	\$ 417,314	31.95%
Body Shop Department Total Gross		0.00%
<b>Total Fixed Gross Profit</b>	<b>\$ 708,136</b>	
Total Dealership Expense	\$ 1,972,704	
{	New & Used Sales Commission Expense -	\$ 591,627
	New & Used Policy Expense -	\$ 29,785
	New & Used Get Ready / Delivery Expense -	\$ 45,113
<b>Adjusted Overhead Expense</b>	<b>\$ 1,306,179</b>	
Total Fixed Gross Profit	\$ 708,136	
Adjusted Overhead Expense	\$ 1,306,179	
<b>Total Absorption Percentage</b>	<b>54.21%</b>	<b>Guideline 75%</b>

<b>The Picture</b>		Clear Form
Customer Pay Gross Profit %	81.20%	
Total Service Dept. G.P. %	82.13%	
Parts / Labor Ratio (Cust. Pay Only)	0.66	
Total Service Dept. Expenses	\$ 385,390	

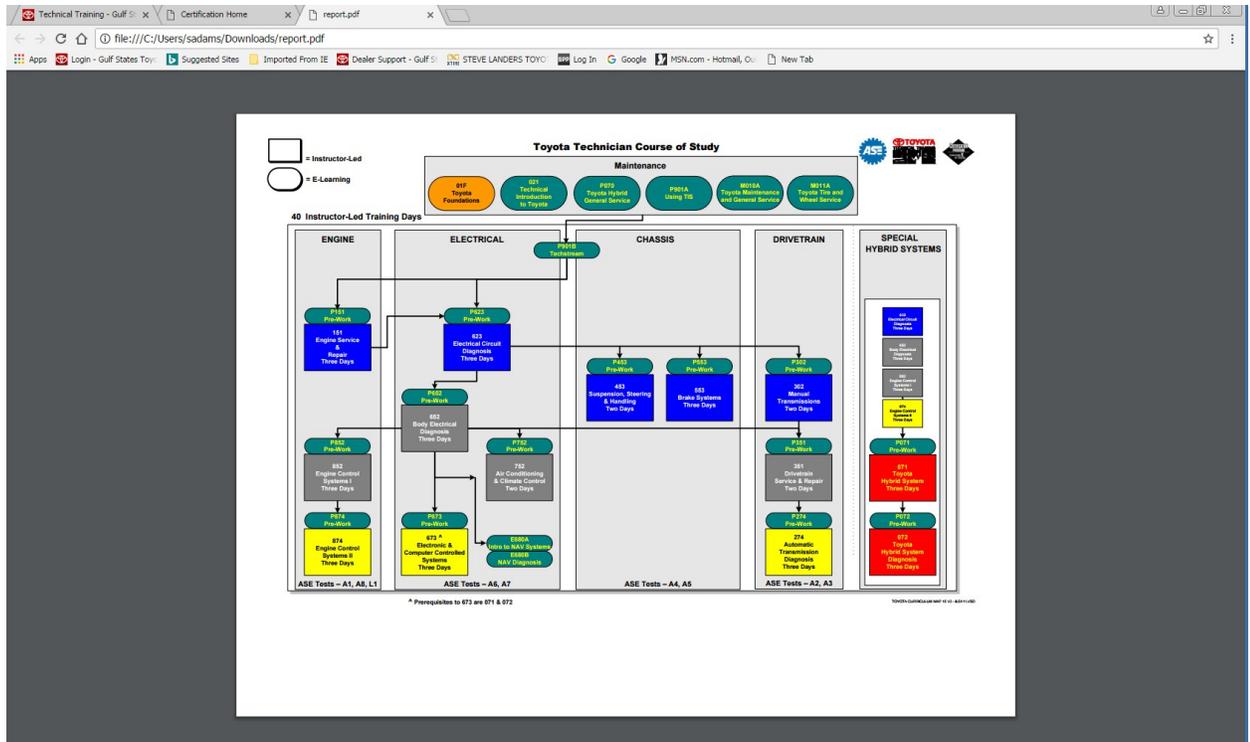
## H. PAY PLANS- ADVISORS



<b>Total Hours C&amp;W</b>			<b>\$ 5.25</b>	
			FRH's	
Flat rate hours sold by you			<b>0.00</b>	<b>\$ -</b>
<b>Total Shop Hours C&amp;W</b>	Full Potential	\$ -	<b>\$ 0.35</b>	<b>Commission Amount</b>
			FRH's	
	Per Day	8	<b>0.0</b>	
	-	5.0		<b>\$ -</b>
<b>CP ELR Commission</b>			<b>\$ -</b>	<b>Commission Amount</b>
			CP ELR \$	
Customer Effective Labor Rate			<b>\$ -</b>	<b>\$ -</b>
Target CP Effective Labor Rate				
<b>CSI Bonus</b>			<b>\$ 1.50</b>	<b>Bonus Amount</b>
			CSI Score	
Individual score customer and warranty			<b>100.00</b>	<b>\$ -</b>
Zone Score customer and warranty			<b>93.19</b>	
<b>Service Discounts Commission Earned if discounts are below Goal &gt;&gt;&gt;&gt;&gt;&gt;</b>	<b>6.00%</b>		<b>\$ 1.00</b>	<b>Commission Amount</b>
			Actual	
Your total customer labor sales			<b>\$ 1,301.58</b>	<b>\$ -</b>
Your total discounts			<b>\$ 2.14</b>	
Your total discounts as a % of your customer labor sales \$			<b>0.2%</b>	
<b>Weekly Spiffs (Only as offered)</b>				<b>Bonus Amount</b>
Discretionary bonus spiffs earned for period				<b>\$ -</b>
Pay period commission				<b>\$ -</b>
Pay period bonus				<b>\$ -</b>
Total pay period commission & bonus				<b>\$ -</b>
<b>Holiday</b>	<b>Days</b>	<b>Hours</b>	<b>Rate</b>	<b>Amount</b>
	<b>0.0</b>	<b>0.0</b>	<b>\$ 7.45</b>	<b>\$ -</b>

Training, Bereavement, Jury Duty	Days	Hours	Rate	Amount
		0.0	0.0	\$ 7.45
Vacation	Days	Hours	Rate	Amount
	1.0	0.0	\$ 7.45	\$ -
Unpaid Absent Days	Days	Hours		
	0.0	0.0		
Total Pay				\$ -

- I. PERFORMANCE PROGRAMS  
WEEKLY SPIFFS FOR PRODUCTION GOALS  
PRODUCTION GOAL FOR ENTIRE SHOP, PROMOTES CULTURE OF EVERYONE HELPING GUESTS AS A COMMON THEME REGARDLESS OF WHO IS WRITING CUSTOMER.
- J. TOYOTA TRAINING STANDARDS



ONE MASTER LEVEL TECH  
REQUIRED, WE CURRENTLY HAVE 5

K. SPECIAL TOOL PROGRAM-  
FUNCTIONALLY NEAT



TOYOTA CHASSIS STEERING/SUSPENSION II 12

TOYOTA CHASSIS STEERING/SUSPENSION III 13

09528-52010-01  
DIFF. GEAR REMOVER/REPLACER

09611-20015-01  
REAR ROD END PULLER

TOYOTA  
Technical Service  
BULLETIN  
TSB  
REAR SUSPENSION SQUEAK NOISE  
153 - 07 Tucson  
Date of Bulletin: 2/2007

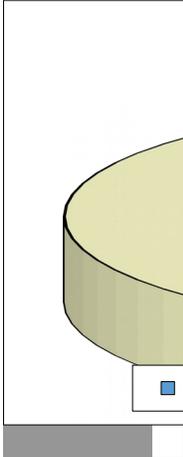
MODEL	YEAR	ENGINE	DRIVE TYPE	TRANSMISSION	EXTR. EQUIP.
4Runner	2007	3.4L	4WD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	4-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None
RAV4	2007	2.5L	FWD	5-Speed	None

11-ST  
COMPRESSOR

## L. 100 RO SUMMARY

Repair Order Analysis Summary Report							
		Sales in Dollars	FRH's on RO's	Averages	Analysis		
Competitive		\$ 2,096	÷ 26.40	=	79.39	FRH Average	
Maintenance		\$ 2,386	÷ 29.00	=	82.27	FRH Average	
Repair		\$ 4,543	÷ 43.80	=	103.72	FRH Average	
Totals		\$ 9,025	÷ 99.20	=	90.98	Customer ELR	
		Target Labor Rate			101.95	Per FRH	
Total RO's in Sample	100	Difference			-10.97	Per FRH	
Cost of Labor							
Total Cost of Labor	1930.06	÷	Total Sales	=	21.39%	Percent Cost of Sales	
Total Cost of Labor	1930.06	÷	Total FRH's	=	19.46	Cost per FRH	
Repair Order Measurements							
Total Labor Sales	9,024.97	÷	Total RO's	=	90.25	Avg Labor per RO	
Total FRH's	99.20	÷	Total RO's	=	0.99	Avg FRH's per RO	
Menu Sales		÷	Total RO's	=		Percent Menu Sales	
Competitive FRH's	26.40	÷	Total FRH's	=	26.61%	Percent Competitive	
Maintenance FRH's	29.00	÷	Total FRH's	=	29.23%	Percent Maintenance	
Repair FRH'	43.80	÷	Total FRH's	=	44.15%	Percent Repair	
One item RO's	59	÷	Total RO's	=	59.00%	Percent One Item RO	

Model Year Analysis							
2019	2018	2017	2016	2015	2014	Older	Total
0	1	3	13	12	10	61	1
0.00%	1.00%	3.00%	13.00%	12.00%	10.00%	61.00%	1.00%



AREAS OF OPPURTUNITIES  
 LESS COMPETITIVE WORK MIX, MORE  
 REPAIR AT DOOR RATE TO RAISE ELR.  
 LESS ONE LINE RO'S- NEED TO SELL  
 FROM SPG PACKAGES, WILL LOWER  
 NUMBER RAPIDLY.

SERVICE DEPARTMENT ANALYSIS  
FOR STEVE LANDERS TOYOTA  
ERIC SCAIFE # 28

A. STRENGTHS

Great mix of employees, many years of experience reflected in technicians, advisors and managers.

Dealership has a strong customer base with a positive reputation in the community.

Brand loyalty with customers willing to invest in needed repairs.

B. WEAKNESSES

Communication between call center, guests and advisors.  
Car wash on site servicing 3 dealerships causing high volume of traffic congestion in service area.  
Getting customers back to dealership with special order parts here.

#### C. OPPORTUNITIES

Growing customer pay business  
Competing dealers in flux, need to attract top talent to our dealership.

#### D. THREATS

Communication between all departments  
Reflecting common goal.  
Retaining lost leader competitive services

#### E. OBJECTIVES

Increase customer pay, warranty continues to decline and we do not

want to be dependent on internal repair work.

Continue to improve departmental communication with goals clearly reflected

Across dealership.

Need quicker response times on repair authorization to streamline work flow.

#### F. STRATEGIES

Launch texting feature for advisors and cashiers.

Monthly competitive market analysis to ensure we are priced in market.

Invite all departments to parts and service 10 am meetings to keep communication flowing between departments.

#### G. TACTICS

More aggressive marketing outside our

Primary market, include additional zip codes.

Currently marketing 3 months out, look at going to an every month flyer/email blast targeting competitive defector items.

#### H. ACTION PLAN

Continued training on selling packaged maintenance services instead of one line oil services.  
Service manager/corporate trainers  
Scheduled for 3<sup>rd</sup> week of June 2018

Meet with xtime manager to discuss a monthly email blast targeting defector services.  
Service manager/marketing manager  
Done by 6/30/18

Add staffing to Saturday to allow higher volume of appointments for

customers looking for weekend service.

Service manager- ongoing

## I. SYNOPSIS

Our continued focus must be on growing customer pay business. We have moved the needle with adjusting pay plans to reflect hours sold with a measure of success. This is one tool that needs to work in concert with accountability measured for employees and management to keep everyone working towards same goal.

Growing our Saturday business is crucial in retaining our customer base. A high volume of guests request weekend appointments as that is when they have time to bring their vehicle to us. We must react to this as if we do not accommodate them someone else will. The days of working when it is

convenient for the employee vs the guest are over, and we need to let the voice of the customer determine our business practices.