



A Multi-Shop Operator's Guide to Keeping Your Fingers on the Pulse of Your Profits

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When you pictured your life with multiple shops under your management, you knew it would be busier, but certainly worth the extra work. However, sometimes the headaches can make you wonder why you took this leap. If you're spending every night in the shop (or at home with the shop operations buzzing in your head), there are steps you can take to resolve your most annoying problems with a few smart business decisions.

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STEP 1

Organize all customer data in one place to look like a genius

When a customer arrives at any of your given shops, they expect you to know what's going on with their vehicle, regardless of which location they visited last. If you're aiming to earn their trust, an information gap between their expectations and your records can get the transaction off on the wrong foot.

How can you eliminate this frustration for you and your staff?

Put all your customer data in a place where you can quickly check it and look like the pro that you are. You

How this helps your brand:

SAVE TIME & MONEY



Save time for the customer and your shop staff by not having to gather the same information or call the other shop.

SEAMLESS CUSTOMER CARE



Maintain a consistent and informed message no matter which location the customer chooses.

FEWER ACCIDENTS



Never accidentally repeat a sale.

KNOW EACH CUSTOMER'S VALUE



Their value at your fingertips: total dollars, number of visits, ARO, and reputation/notes across the entire organization.

NUTURE RELATIONSHIPS



Nurture relationships with every client no matter how big you get.

can see what was done to the vehicle (or recommended) no matter which of your shop locations they visited last. That doubles the convenience.

This translates into a seamless service history for the client.

Even with multiple locations, you need one unified customer history to review the customer profile and all invoices in one place, without switching shops or granting staff excessive permissions.

You look like the hero who makes it easier for the customer to roll in and get right down to business.



INDUSTRY INSIGHT

More than half of independent auto repair shop owners expect to retire in the next nine years, with most of them planning to sell their businesses. That will create a buyer's market and shops with revenue-improving processes and strong customer relationships having the advantage.

Source:

<https://www.prnewswire.com/news-releases/auto-repair-industry-faces-shake-up-as-unprecedented-number-of-shop-owners-plan-on-retiring-in-next-decade-300895215.html>

STEP 2

Keep track of past services and build a consistent brand experience

Bring staff and customers onto the same page for every repair by having complete records of past service and recommendations with just a few clicks. You'll never have to waste valuable time as you or your colleagues rewrite an estimate at the risk of underselling or overselling.

With clear communication and processes at all your shops, customers will get a great experience even if they choose another location. As a result, your shops' name will resonate with reliable service that builds trust and a great word-of-mouth brand (which also helps your online reviews).

How do you make the customer experience a memorable one for the right reasons?

No one wants to wait while you flip through pages and pages of information to find out what unsold service was offered last time (and what price was quoted). Make the most of your time and the customers' without compromising your shop's profit needs in terms of dollars and time.



Stop rewriting service, underselling, or overselling.



Stop guessing whether the customer heard about it before.



Go make sales with confidence when your staff and your customers are all on the same page.



Go online rather than physically going to your multiple shops to find out what's going on.

What if you could save time by creating 'canned job' templates for every type of vehicle you service? Every time you take a repetitive task out of your day, you free up time and space for something more fruitful. Now you're working smarter and far more efficiently.

This is going to save you HOURS each week, especially, when writing up those \$3,000+ jobs. If you only saved one hour of time a week spent writing ROs, and your labor rate was only \$100, you would save \$400 per month.



TIME-SAVING TIP

Save staff time by not creating the same estimates for the same customers over and over again. Say it takes 15 to 30 minutes to write up a certain service in your current system. If an SMS like Shop-Ware can save you 5 minutes per ticket on average and you write 12 tickets a week, you can save one hour of labor time!

STEP 3

Follow the numbers to even greater growth and profit

Do you have a full understanding of these metrics for each shop?

- Repair orders
- Customers
- Marketing sources
- Vehicles
- Services mix and detail
- Category detail
- Parts, Inventory, and Vendors
- Profitability and accounting
- Advisors and sales performance
- Technicians and efficiency
- Speed of Service

Does your head feel like exploding when you read this list since you don't know how you could possibly stay on top of it all? With the Business Intelligence (BI) built for the big guys, the Shop-Ware Analytics platform reports on all shop activities with visibility that makes size irrelevant. Whether you have two shops or 10, you can see how each one performs without needing an accountant by your side.

You also want to focus on marketing and connecting data so those facts will point you along the right path towards further success.

Two problems that could undermine your hard work:



DISCONNECTED DATA

If your system isn't fueling your profits, then you have a problem. As much as it hurts, you need to see when a customer disengages or if a certain price is turning people away. Only by connecting those dots do you get a chance to offer better customer service.



UNDERPERFORMING STAFF

Clear, comparable metrics will highlight who is your rock star and who is struggling. Once you can break down the hours and the dollars arising from each service advisor and tech, you can train and mentor them to strengthen the full team.

However, first you need the business intelligence to see what problems lie in your path so you can get around them. Break it down by individual locations, then compare locations within regional or custom groups. Since you can customize reports, you are in the driver's seat.

This may sound insurmountable when you have multiple shops. That's why gathering the data and having trends jump off a screen at you is helpful. It means you don't have to weed through the details night after night. Instead, arm yourself and your managers with virtual tools to review workflow, profit, performance, productivity, and more.

Ideally, you want to automate reports that give you consistent KPIs to compare from month to month (or week to week, if you'd like). Customize your dashboard to slice and dice by individual locations, regional or custom groups.

Creating your own dashboard allows you to clearly focus on solving problems in the shop and earning measurable results. Let the computer crunch the numbers so that you and your staff can get back to work, focusing time where it counts – with the customer.

What does it cost to open a new shop from scratch?

While it depends on the shop's size and amount of specialty supplies and equipment, expect to spend **\$50,000** (for one bay) to **\$75,000** (for larger locations and multiple lifts).

Source:

<https://www.sbdcn.net.org/sm/all-business-research-reports/auto-repair-business/>

STARTUP COSTS AND OVERHEAD	\$10,000-20,000/month
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BUSINESS LICENSE	\$50-\$100
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ASE CERTIFICATIONS	\$36 registration + \$39 per certification (except L1, L2, and L3, which cost \$78)
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INSURANCE	\$4,000/year
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MECHANIC'S HYDRAULIC LIFT	\$3,700
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DIAGNOSTIC MACHINE	\$5,000-\$10,000
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SHOP RENTAL FEES	\$1,500-\$15,000/month
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MECHANIC'S TOOLSET + SPECIALTY TOOLS	\$15,000
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STEP 4

Flip effortlessly between locations (yet keep track of them all)

Do you see the shops under your guidance as one business with a few different locations or separate enterprises? It's time to simplify your vision by leveraging the strengths of every shop and staff member within your network.

Make the most of staff time.

Say you have one shop running full tilt with customers eagerly seeking a slot RIGHT NOW. And you have another shop that is either having a quiet day or whose techs wrapped up a few jobs sooner than expected.

By tracking who is busy and who is not, you and your managers can pick up extra ROs. **Problem solved.**

Having the flexibility to shift work between shops to capitalize on time and expertise within your teams takes the pressure off everyone.

You can apply the same principle for staff who specialize in certain services or vehicle models. Shift the work around to keep everyone productive and squeeze more profit out of your days. But you need a system that keeps track of that knowledge for you.

Use your intel to your advantage.

How can you save time for you and your managers while still checking inventory, appointments, and making sure each shop's staff is performing well?

With the right system, you can navigate efficiently between locations without logging out and back in. If templates and permissions rein in rogue behavior, you don't even need to respond 99% of the time. Visible tracking discourages bad-habit loopholes. Keep an eye on your whole operation from within any shop, freeing up your mental energy for business strategy and future growth.



Stop using systems that require you to log into each location or use a remote sign-in service.



Stop tiring out your brain by manually calculating inventory across your locations or calling around to find an empty bay.



Go into the future by leveraging data for insights, user behavior between locations, comparisons, and action items.



Go use your renewed energy to drive more success.

The sooner you can get your people off paper, you can connect digitally for greater control, efficiency, and profitability. Yet, you still hold them accountable thanks to Shop-Ware's employee security features. Since it is not role-based, you can control who gets access permissions based on each person's skills and experience. Either way, you track every action to get unmatched detail about who stands out and contributes to your growth.

Break free.

If you're drowning in details and find yourself distracted by work during your child's soccer game, let's see how we can get your head out of the shop. You may look at shop owners or managers who get away and actually relax during their weekends and vacations and wonder how they do it.

Here's their secret: they plan for future growth and development while at the shop, not on their time off. Once you get out of the day-to-day details, you can focus on strategy during the week. It's that simple.

Why do shop owners get trapped at work?

- They are the only ones who know how to use their SMS fully.
- They rely on hardware to store their data and cannot work remotely.
- They don't want to bring paperwork home.

How do other shop owners get away?

- They get software systems that come with onboarding that makes their staff proficient quickly.
- They use cloud-based systems that allow them to check in from home (or the soccer field) only when needed.
- They grow staff into on-site leaders they can trust.
- As a result, they spend less time on the road, bouncing between shops. When they do drop in, they get to circulate rather than holing up in an office.
- Even better, they get evenings and weekends for their families. They take vacations where they can forget about work for days on end and **fully recharge**.

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All this can happen for you as well in just four steps. When you give up exhausting micromanaging and cumbersome tools, you empower your employees to drive your business forward for you. It's a far better use of your energy to focus on the bigger picture and let your systems take care of the day-to-day operations. That way, you can live the good life that you set out to attain by expanding your business.

Show people how great you are.



HIGHLIGHT YOUR EXPERTISE

Look more professional, knowledgeable, and organized thanks to unified customer records. Highlight your expertise by accessing files with ease and guiding customers' best route to keeping their vehicles safely on the road.



DON'T LOSE A DIME

With clear insights into the metrics driving the business, don't lose a dime to underselling or underpricing against yourself. Get the most value from every staff member by ensuring they operate at their highest efficiency.



THE RESULT

Every staff member looks like a rock star! Consistent service for your customers builds your brand and generates more profits. You may even pick up more five-star reviews along the way!

Shop-Ware as Your MSO Solution.



Grow your shops by using business intelligence fueled by clear advanced analytics.



Go organize all your customer data in one hassle-free place within Shop-Ware's platform. It's easy to keep track of past service by typing in a customer's name.



Go live a lower stress life as you flip effortlessly between locations, yet never lose track of what's happening at each one.



Go discover how the numbers within Shop-Ware's analytics can lead your business to even more growth and profit.

It's a no brainer!

ABOUT SHOP-WARE

Shop-Ware, founded in 2013, is the automotive aftermarket's premier enterprise-grade SaaS platform for auto shop management. Its software provides cutting-edge solutions for the modern repair facility and is committed to developing sophisticated tools to help the aftermarket thrive and grow.

Shop-Ware harnesses the best technologies available for the internet and mobile devices and puts them to work for independent small businesses. The cloud-based application helps automotive shops find seamless and intuitive solutions to increasing sell-through and customer satisfaction and allows for huge increases in efficiency and operating profit. If you'd like to learn more about implementing Shop-Ware as the solution in your shop visit getshopware.com.