



Service Department Consulting

Automotive Retailing Resources spends three to five days performing Service Department consulting services, our analysis includes:

- An analysis covering every aspect of dealer operation that can have an impact on service - from facilities, equipment and procedures to creative pay plans—from employee motivation to marketing - establishing needed efficiency for mega-dealer operations.
- Our study includes a market, competition and repair order analysis with recommendations for increasing service sales and profit. It gives dealers the step-by-step guidance you need to put those recommendations into effect.

- Improve service department efficiency, productivity and gross profit.
- Furnish motivational employee pay plans and incentive programs.
- Enhance service selling effectiveness.
- Make expense reduction analysis for maximum net profit.

- ✓ Is your fixed coverage at 75% for survival?
- ✓ How many 1-item customer pay repair orders do you write?
- ✓ Are your service advisors merely order taking, or suggesting needed maintenance and repairs?
- ✓ Is your service pricing competitive and attracting business?
- ✓ Is your parts inventory obsolescence below 10%?

Dramatically improve your service efficiency, production and profit with the proven 10-Part Analysis of your service department offered by Automotive Retailing Resources. Backed by more than two decades of successful parts and service experience, the study is a comprehensive analysis and recommendations compiled from a complete, on-the-scene examination of your operation.

Our comprehensive written report, **Dealership Service Department Analysis and Recommendations** is provided at the conclusion of our study, along with monthly monitoring and a 90-day follow-up if needed, to assure results.

- We identify and target 10 critical areas, prepare a Service Action Plan and get management staff commitments for implementation. Our experience has proven that if these 10 key recommendations are correctly implemented by management, supported by the dealer, they will generate the results needed to increase efficiency, profitability and owner loyalty.
- Our consulting service is not a "one-time shot". We monitor your monthly service department financial statement performance and conduct 90-day follow-ups, if needed, to assure results. Further in-dealership consulting can be arranged to strengthen your operating continuity.
- Our service provides customized materials, including optional detailed manuals and handbooks that dealers can refer to for practical results.



**W.C. SMITH
Automotive
Retailing
Resources**

8216 Ashford Blvd.
Laurel, MD 20707
(301) 498-5075



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SATISFIED SERVICE DEPARTMENT CONSULTING CLIENT TESTIMONIALS

"Wally Smith performed a comprehensive analysis of all three departments in our fixed operations, including our successful 80-employee parts department. He studied every aspect from facilities, manpower efficiency, expenses and merchandising, etc. His tried and proven successful advice immediately provided results in gross profit gains, expense reduction which fattened our bottom line. He is truly an expert in dealership fixed operations efficiency and profitability."

Mr. Elliott Packer, President

AI Packer Ford and Lincoln-Mercury, Baltimore, Maryland

"Not only did Wally Smith do a detailed analysis of the service departments in our four largest stores, pinpointing key areas for profit gain and expense reduction, but he sent in service and parts mystery shoppers to test the results. We were impressed with his professionalism and consulting recommendations which he developed from previously operating a highly successful metro Cadillac fixed operation."

Mr. Paul Janaske, Vice President of Parts and Service

The Rosenthal Automotive Organization, Arlington, Virginia

Call (301) 498-5075 to see how our checklist can deliver solutions for you.

PARTIAL LISTING OF SERVICE DEPARTMENT CONSULTING CLIENTS

Allstate Leasing, Inc, Owings Mills, MD,
Lou Cohen, President, (410) 363-6500
AI Packer Ford/Isuzu/Lincoln-Mercury, Baltimore, MD,
Elliott Packer, President, (410) 488-5566, Ext. 270
Autohaus Tischer (Honda & VW), Laurel, Md.
Randy Helman, General Manager, (301) 498-7400
Brown's Arlington Honda, Arlington, VA,
Steve Howell, President, (703) 522-8808
Fair Oaks Dodge, Fairfax, VA,
Larry Paternos, President, (703) 385-3500
The Griffith Organization, Baltimore, MD,
Larry Caulk, Vice President, (410) 337-2999
Griffith Auto Park, Westminster, MD,
Vince Iadevaia, General Manager, (410) 848-0440
Griffith Cadillac/BMW/Honda, York, PA,
Charles Fissel, Service Director, (717) 843-8021
Habberstad BMW, Huntington Station, NY,
Erik Habberstad, President, (631) 271-7177
Henry Gay Oldsmobile/Jeep, Laurel, MD,
John Gay, General Manager, (301) 953-1500
Heritage Chrysler, Baltimore, MD,
Alex Kazaras, General Manager, (410) 661-3400
Jack Evans Chev-Cad, Front Royal, Va,
John Evans, President, (800) 532-4389
Jennings Chev-Cad, Chambersburg, Pa., Skip Jennings
– President (800) 296-8025
Joe Pecheles, Inc (Mitsubishi, VW, Hyundai),
Greenville, N.C., Brian Pecheles, Pres., (919) 756-1135
Land Rover Rockville, Rockville, Maryland
Brad Helms – Co-Owner, (301) 294-0117
Mazda Village, Clearwater, FL,
Jim Thomas, General Manager, (813) 791-8171
Pallone Chevrolet, Inc, Springfield, VA,
Mike Pallone, President, (703) 451-4511
Preston Ford/Mazda, Preston, MD,
Jon Townley, Comptroller, (800) 655-3764
Rally Mitsubishi, Nashville, TN,
Gary Allred, President, (615) 327-4400
Rockville Mitsubishi, Rockville, MD,
George Pittenger, Service & Parts Dir, (301) 279-8600
Rosenthal Honda, Vienna, VA,
Bob Hisaoka, General Manager, (703) 442-8000
Rosenthal's Landmark Honda, Alexandria, VA,
Cary Schwab, General Manager, (703) 823-8000
Rosenthal Nissan-Mazda, Vienna, VA,
Richard A. Patterson, COO, (703) 553-4300
Sport Jeep, Silver Spring, MD,
Robert Fogarty, President, (301) 890-7000
Volvo Village, Clearwater, FL,
Ron Mueller, President, (813) 530-0602
The Westminster Motor Co. (Chev-Olds-Cadillac),
Westminster, MD, Lee Rawls, GM, (410) 876-2233



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