



Automotive Reconditioning

Automotive Reconditioning

INTRODUCTION

Len Roll – DAA Northwest Reconditioning Manager

AGENDA

- Detail Shop
- Auto Body & Paint Shop

Automotive Reconditioning

Detail Shop

DETAIL SHOP

DAA Northwest Reconditioning Philosophy

- Safe Work Environment
- Quality
- Increase Sales
- Optimize Consigner Sales Opportunities
- Staffing
- Competitive Wages & Benefits

DETAIL SHOP

Staff Compensation Package

Shop Setup & Process

- Assembly Line
- 8-Person Lane
 - 3 Wet Bay
 - 5 Dry
- Six Positions

DETAIL SHOP

Benefits of Sublet Shop

- Daily operations
- Labor expenses
- Supervision / Management
- Training

Benefits of Auction–Operated Shop

- Quick to react to changing workflow situations
- Employee accountability
- Customer perception
- Staff cross training and opportunity for personal growth

DETAIL SHOP

Shop Equipment

- High Volume Air Compressor
- Central Vacuum
- ARO Chemical Delivery System
- Pressure Washer (Hot)
- Portable Extractors
- Buffers

Chemicals

- CarBrite (DAA choice)
- Auto Magic
- Meguires (3M)
- EchoLab

DETAIL SHOP

Mix of Revenue

- Factory: 30%
- Fleet/Lease: 30%
- Dealer: 40%

Current New Business Opportunities

- Retail Reconditioning Market
- Currently 5%
- Has been as high as 30%

DETAIL SHOP

Profit & Loss

- Labor
- Detail Supplies
- Base
- Contribution Margin

Automotive Reconditioning



AUTO BODY & PAINT SHOP

AUTO BODY & PAINT SHOP

Shop History

- Sublet until 2000

Start-up & Growth

Management Software

AUTO BODY & PAINT SHOP

Business Mix

- **50% Retail**
 - Insurance Collision
- **50% Wholesale**
 - 40% Dealer
 - 60% Fleet/Lease

Revenue Mix & Profit Margins

- Retail vs. Wholesale



Automotive Reconditioning

AUTO BODY & PAINT SHOP

Equipment & Materials

Operations & Compensation

Parts Department

AUTO BODY & PAINT SHOP

Paint Shop Staff

- Painter
- Prepper
- Buffer

Body Shop Staff

- Journeyman
- Mid Level Tech
- Entry level

Office Staff

- Manager
- Estimator
- Clerical



WEST PLAINS | SOUTH HILL