

OK You've taken the first step, here is the scoop on wheel alignments at the body shop level

Today every collision repair facility needs to evaluate every department and all functions that exist in a shops daily operation and how it reflects to the overall contribution to the facilities profit potential.

The squeeze is on, there are so many areas that seem to be eroding your profits in your operation and you need to find ways to plug the hole and turn these profit losses back in your favor.

Have you said this? "Oh I send the wheel alignments to "The Guy Down The Street" we don't need to do our own alignments."
Oh Really?

Then please don't complain about how you wish business would turn around and you could make more profits to help keep up with the mounting costs of everything.

I am here to tell you that if you are not looking into every and all areas of your business and giving total emphasis to be more efficient and self reliant and evaluate every possible area to retain in house, sublet profits you will continue to suffer the consequences.

Here is an example you can use to help determine if a product that will be another investment will truly pay off or not. You can change the numbers to reflect your shops actual figures to make your judgment call. We are using low realistic figures. You may want to pull your closed paper work to see exactly how many alignment dollars you actually sent to "The Guy Down The Street"

Consider if you only did just:

Four wheel alignments per week @ \$40.00 per alignment = \$160.00 per week
\$160.00 per week X 4 weeks = \$640.00 per month = \$7,680.00 per year profit

Why give it to the Guy Down The Street?

Throw just (2) Four wheel alignments a week into these figures:
@\$79.95 per alignment = \$159.90 per week x 4 weeks = \$639.60 per month = 7,675.20 per year

Four wheel alignments per week = \$7,680.00 per year
Two (4) wheel alignments per week = \$7,675.00 per year
TOTAL **\$15,355 per year Profit "WOW"** Absolutely Pays For Itself **"Fast"**

Cost of the basic system on special \$4,797.00
Shipping approx 200.00
Total Lease purchase **\$4,997.00**

60 mo. Lease Purchase Approx: \$107.09 + tax Per Month with approved credit. Does this sound like a NO BRAINER?

Still Want To Send Your Alignments To The "Guy Down The Street"?

- You choose where to align the vehicle, "on your frame machine or on the floor"
- No more fussing with the "guy down the street" saying he can't align your car because you did a bad repair job.
 - Your new knowledge of alignment makes **"YOU"** the specialist.
- Enjoy total professional independence and keep all that money where it belongs
 - Easy learning curve because of the systems simplicity

