WHAT A DIFFERENCE A DAY MAKES
Consider These Great Reasons to Be Open on Saturday.

**REASON #1 | This business already exists.**

Every Saturday, a huge number of people in your market are having their vehicles serviced or repaired. In fact, national repair chains report that up to 25 percent of their weekly sales happen on Saturday. For some of these national chains, over half of their sales revenue is generated on the weekend between 5 p.m. Friday and 8 a.m. Monday!

Vehicle owners crave the convenience of weekend services — and they’re showing up for it in droves.

**How many were YOUR customers?**

In a random survey, more than 80% of consumers said they had visited an automotive repair shop on at least one Saturday in the last year.

**REASON #2 | Saturday service is a must for today’s busy families.**

To see how much life has become one constant cycle of soccer practices, nighttime church meetings, trips to the doctor, etc., you need look no further than your customers, neighbors and friends — or possibly your own family. With everyone’s busy work schedules, fitting in vehicle service is just plain hard to do. It’s even tougher for one-parent households, a customer group on the rise.

**Imagine the opportunities.**

There are over 55 million married couples and over 36 million single households in the U.S. today — many of whom are busy people with the income to afford repairs and no time or ability to perform them themselves. That’s a lot of potential customers looking for a convenient solution!

**REASON #3 | Over time, you will lose customers to others who have Saturday hours.**

Picture this: Your (busy lifestyle) customer needed an oil and filter change 1,000 miles ago. The work week flew by with no time to visit your NAPA AutoCare Center. A long drive to Grandma’s house awaits this weekend. First thing Saturday morning, your customer heads to another full-service shop that can change his oil and have him on the road before 10 a.m.

Because that customer’s demanding weekday schedule is likely to repeat itself in the future — and he’s discovered the convenience of Saturday service — you might not ever see him again.

“Being open one extra day a week can double your net profit!”

Vin Waterhouse
The Waterhouse Group
REASON #4 | Your “normal” week isn’t enough ... but Saturday would be.

Here’s a typically example to consider:

“When I purchased Convoy Auto Repair in 1990, it had been open the typical Monday – Friday for 12 years. I immediately added 7:30 – 5:00 hours on Saturday, and business grew leaps and bounds over the years.

In 2001 I decided we would close on Saturdays. I was positive that with our success, marketing campaigns, Web sites, good reputation and a staff of highly skilled service advisors and technicians that we could still produce the same results in a five-day work week. The results showed this to be one of the worst mistakes I have ever made. By the end of 2001 we had lost $85,000 in bottom line profit. I had no choice but to yell at the man in the mirror.

January 1, 2002, I again opened Saturdays and it took about one year to get the Saturday business back up to speed. We had lost some good customers to our competition because they only had Saturdays to have their vehicles repaired.

To be in the automotive business in today’s market, every owner should make a commitment to their customers. Saturday is a convenient day for them, so you should be open.

Going back to “Open on Saturday” has been great for our business.”

David Ely — Owner
Convoy Auto Repair
San Diego, CA

Expenses that might be incurred by working Saturdays could be:

**EXAMPLE BOX A**

Financial Profile Data

<table>
<thead>
<tr>
<th>Item</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Shop Annual Sales:</td>
<td>$672,405</td>
</tr>
<tr>
<td>Average Daily Sales:</td>
<td>$2,575</td>
</tr>
<tr>
<td>Average Daily Expenses:</td>
<td>$1,137</td>
</tr>
<tr>
<td>Average Total GP:</td>
<td>48.5%</td>
</tr>
<tr>
<td>Average Expenses:</td>
<td>44.2%</td>
</tr>
<tr>
<td>Average Net Profit:</td>
<td>4.3%</td>
</tr>
<tr>
<td>Average $ Per RO:</td>
<td>$236.32</td>
</tr>
<tr>
<td>Average Annual Tech Wages:</td>
<td>$36,378</td>
</tr>
<tr>
<td>Avg. # Hours Worked Per Day:</td>
<td>8.6 Hours</td>
</tr>
<tr>
<td>Avg. # Hours a Tech Works Per Week:</td>
<td>43 Hours</td>
</tr>
<tr>
<td>Avg. # Daily RO’s Per Tech:</td>
<td>3</td>
</tr>
<tr>
<td>Avg. Shop Efficiency:</td>
<td>62.3%</td>
</tr>
</tbody>
</table>

**EXAMPLE BOX B**

Financial Profile Data

<table>
<thead>
<tr>
<th>Item</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shop Manager at:</td>
<td>6.21 %</td>
</tr>
<tr>
<td>Office Help:</td>
<td>N/A</td>
</tr>
<tr>
<td>Service Manager:</td>
<td>5.4%</td>
</tr>
<tr>
<td>Workers Comp:</td>
<td>1.0%</td>
</tr>
<tr>
<td>Total Saturday Expenses:</td>
<td>12.6%</td>
</tr>
<tr>
<td>Normal Operating Expenses:</td>
<td>44.2%</td>
</tr>
<tr>
<td>Total Saturday Expenses:</td>
<td>12.6%</td>
</tr>
<tr>
<td>Expense Reduction of:</td>
<td>31.6%</td>
</tr>
<tr>
<td>Average Shop Total Gross Profit:</td>
<td>48.5%</td>
</tr>
<tr>
<td>(After Paying for Parts &amp; Tech Wages)</td>
<td></td>
</tr>
<tr>
<td>Increased GP from Reduced Expenses:</td>
<td>31.6%</td>
</tr>
<tr>
<td>Gross Profit on Increased Business</td>
<td>80.1%</td>
</tr>
</tbody>
</table>

Now, Let’s Go To Step 5 on the Next Page to Determine Your Break Even Point!
Let’s assume it will take time for customers to realize your shop is open all day on Saturdays and that you offer the same full service as you do during the week. In the beginning customers may come in only for quick services like oil changes, wiper blade replacement, etc. Here are three scenarios.

**Month #1**

If sales average only $80.00 per repair order, $80.00 x (80.1%) = $64.08 profit x 3 repair orders = $192.24

<table>
<thead>
<tr>
<th>Fill In Your Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Profit: $192.24</td>
</tr>
</tbody>
</table>

**Month #2**

If sales average only $160.00 per repair order, $160.00 x (80.1%) = $128.16 x 3 repair orders = $384.48

<table>
<thead>
<tr>
<th>Fill In Your Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Profit: $384.48</td>
</tr>
</tbody>
</table>

Month #3

If the Average Dollars, Per Repair Order, are $236.32 (Which equals your weekly average and is your goal!), $236.32 x (80.1%) = $189.29 Profit x 3 Repair Orders = $567.88

<table>
<thead>
<tr>
<th>Fill In Your Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Profit: $567.88</td>
</tr>
</tbody>
</table>

### Financial Profile Data

<table>
<thead>
<tr>
<th>Average Shop that’s open 261.1 days a year earns: $29,115.00 Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open 52 Saturdays can add an additional Net Profit of: +$30,427.00</td>
</tr>
<tr>
<td>Net Profit from Being Open Six Days a Week: $59,542.00</td>
</tr>
</tbody>
</table>

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**Break Even Point for One Technician and a Service Manager**

$273.04 \div 80.1\% = 340.88$ Break Even Sales, for One Technician

**Refer to Reason #5, Saturday Payroll, Per Tech (With Overtime).**

**Refer to Reason #4, Box B on Gross Profit on Increased Business.**

**Break Even Point for Two Technicians and a Service Manager**

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**Reason #5**

You can double your monthly and annual net profit by being open one extra day a week!

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**Break Even on Saturday**

**Financial Profile Data**

### Fill In Your Shop Numbers

<table>
<thead>
<tr>
<th>Avg. Tech Wages, Per Shop: $130,959.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg. Annual Wages Per Tech: $36,378.00</td>
</tr>
<tr>
<td>Avg. Weekly Wages Per Tech: $700.00</td>
</tr>
<tr>
<td>Avg. Hourly Wages Per Tech: $17.50</td>
</tr>
<tr>
<td>Overtime Pay (Per Hour, Per Tech): $26.25</td>
</tr>
<tr>
<td>Cost Per Hour With Overtime: $34.13</td>
</tr>
<tr>
<td>Saturday Payroll Per Tech (With Overtime): $273.04</td>
</tr>
</tbody>
</table>

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Open for business on Saturday has become a consumer expectation. Let’s face it, consumers work during the week, get home late and have difficulty being able to maintain their vehicles with this kind of schedule. And if you’re not open for a full day on Saturday, then you’re losing business to your competitors.

“In today’s business environment, losing one customer to your competitor is one too many!”

Unlocking the shop’s doors for a couple of hours doesn’t constitute being “open.” If you don’t treat Saturday like a Monday in terms of staffing, marketing, and services, your sales for the day won’t justify the additional expense. As you’ll see, there are plenty of strong reasons for your NAPA AutoCare Center to be open a full day each Saturday. The additional profit this “extra day” can generate will strengthen your business now, as well as build your future.

“Can You Afford To NOT Be Open On Saturday?”

Jack and Linda Gregory — Owners
Jack’s Auto Service, Inc.
Wassic, NY
Frequently Asked Questions About Being Open on Saturday

Q. How can I convince my technicians and other employees to work on Saturday?

A. There are a number of great ways to put this important change in a positive light.

• For those employees who want to work six days a week, that extra day of work will result in additional income (very appealing in today’s economy).

• Depending on some or all of your team’s situation — and your amount of business — it may be possible to rotate work schedules. An employee would take Monday off one week and work Saturday, then work Monday and take Saturday off the following week. You must make sure, however, to have enough help on hand to meet the needs of your customers.

Sample Work Schedule

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Tony, Jim,</td>
<td>Matt, Steve</td>
</tr>
<tr>
<td>Tues. — Fri.</td>
<td>Tony, Jim,</td>
<td>Matt, Steve</td>
</tr>
<tr>
<td>Saturday</td>
<td>Matt, Steve</td>
<td>Tony, Jim,</td>
</tr>
</tbody>
</table>

Important: As the owner, you need to set an example by working Saturdays to get the extra business going.

Q. Wouldn't it be enough to just be open on Saturday morning from 8 a.m. - noon?

A. Unless you treat a Saturday like a Monday, you’re really not open. If you’re only open half of a day, your employees will have to commit to Saturday work without being able to earn a full day’s pay. Your customers may be able to get in for a quick oil and filter change, but the short, four-hour window when your shop is open may prevent them from having other services performed that take longer. This is why it’s important to treat Saturday like a normal day.

Q. How long would it take when I open on Saturday to be profitable like the example in this brochure?

A. While it does depend on your local market and customer base, generally it will take about 3 to 6 months. The key is to make your customers aware of the change early and often. Here are a few ideas:

• For a month or two before the kickoff date (first Saturday you’ll be open), tell every customer who comes through your doors and send letters or an announcement flyer to every customer in your computer system.

• Run local newspaper and radio ads (possibly hold a live radio remote during your first Saturday) promoting your new “convenient” Saturday hours.

• Utilize OPEN SATURDAY signage (bay banners, counter cards, etc.) at your shop.

• Add a note about Saturday service to your customer invoices.

• Create a referral program that rewards customers who “deliver” a friend or neighbor to you for Saturday service.

Q. How can I promote my shop being open on Saturdays to the motoring public?

A. The key is to make your customers aware of the change early and often. Here are a few ideas:

• Update your business website(s) with the new Saturday hours.

• Change your business phone system’s recorded “on-hold” message. Don’t have a system? Contact the approved NAPA AutoCare On-Hold Message supplier at 800-831-9132 for system details.

• Update your street side “reader board” with your new Saturday hours.

• Add a note about Saturday service to your customer invoices.

• A great strategy is to ask mid- to late- week callers if they’d like the convenience of coming in on Saturday. This allows you to keep some of your Thursday and Friday hours open for customers with emergency needs.

• Purchase and display an “Open Saturday” bay banner. To order one, contact Direct Results at 800-845-6272.

• For months before the kickoff date (first Saturday open), tell every customer that comes through your doors and send either an email and/or an announcement flyer to every customer in your computer system.

• Create a referral program that rewards customers who “deliver” a friend or neighbor to your for Saturday service. For a sample referral letter and card, go to the member site of NAPAAutoCare.com and click on the Customer Loyalty & Appreciation text under the Marketing header.

• Run local newspaper and radio ads promoting your new “convenient” Saturday hours.

Q. What else can I do to build Saturday business?

A. After the first month, when you’re ready for a business boost, consider contracting a local radio station to run a live remote broadcast from your shop on Saturday. Consider offering a special discount or premium to the first vehicles that respond to a specific service offer aired. This will help drive traffic into your bays.