



GROUP 100 & 300

Action List – To Be Reviewed

in Kilgore, TX

February 5, 2020

S.M.A.R.T

- S = Specific
- M = Measurable
- A = Actionable
- R = Realistic
- T = Time Based

Chris & Jennifer Branham

Branham Accessories

- Web site – 2/20
- Key drop – 2/20
- Digital menu board – 2/20
- Exterior signage – 2/20
- Process/digital inspections – 2/20
- Tire rack installer – 2/20

Joe Rice

Big G Tire Pros

- Digital Inspection implementation
- Use POS to quote all tires (remove pricing from ATD)
- Labor at \$108 at the start of 2020
- New signs and logo

Jeff Cheek

Countryside Tire & Auto Service

- Increase parts GP (target 50%)
09/15/19
- Review inspection process w/ focus
on increase average ticket – 10/19
- Complete emergency plan – 11/19

Matt Townsend

MGM Townsend Tire, Inc.

- Increase parts GP 01/19
- Start budgeting talks for first time – next Mgr. meeting
- Increase shop supplies – Next week

Darrin Mallett/Neil Duran Kilgore Tire Center

- Parts store markup to 54% - 10/19
- Increase labor rate to \$105 - 10/19
- Reduce payroll to under 50% - 02/20

Matt & Ron Laye

Laye's Tires

- Putting sales staff on bonus structure
- 1/1/20
- Come up with incentive system for
general service tech's - 1/1/20
- Employee handbook

Shane & Kerry Hulin

G & H Tire and Collision

- Increase \$20/ticket – 1/20
- Increase tire profit to 22% - 1/20
- Increase parts profit to 47% - 1/20
- Job standards – 1/20
- Implement open and closing process – 1/20

Steve Bass

Bass Tire

- Increase labor rate to \$120/ hr. – 10/19
- Search Engine for mechanic – 11/19
- Check into TechNet – 10/19
- Check into auto inflators – 11/19
- Follow up on YELP review – 11/19
- Follow up with Tire Connect – 10/19

Joel Stephenson Stephenson Tire

- Fix Google pictures – 09/30/19
- Evaluate tech payroll plans – 09/30/19
- Evaluate discounting policy – 09/30/19
- Job descriptions – 10/30/19
- Continue to work on digital inspection –
- Parking on completed vehicles – 09/30/2019
- Safety glass rules – 09/30/19

James/Chasery Baxter Neighborhood Tire Pros

- 100% 15th of each month
- \$135 labor rate - 10/31
- Paint and signage Avondale - 10/31
- DOL Audit complete - 10/31
- Safety glasses all stores - 12/31

Tom & Angie Ceniglis

Tom's Tire World, Inc.

- Increase Net profit 1% - 12/31/2019
- Post new pictures middle of the month to improve search results for when adwords run out – 09/15/2019
- Talk to Ginger Griffin about website – 09/30/2019
- Get new spot made with Sinclair – 11/30/2019
- Institute digital inspections and paid inspection – 11/30/2019
- Add podium text feature to website – 09/30/2019
- Put survivorship information together – 11/30/2019

Bob Gipson

Gipson's Tire Auto Tire, Inc.

- **Add podium text feature to website - 11/1/19**
- **Evaluate and implement David Hay's GSI Plan - 11/1/19**
- **Raise flat repair price - 10/1/19**
- **Raise labor rate - 10/1/19**

Tripp Evans C.W. Williams

- Raise labor rate to \$101 and BID rate to \$105-\$110 - 10/1/19
- Get no romance policy from SESCO and add to employee handbook - 11/1/19