



GROUP 100

Action List – To Be Reviewed
on the Virtual Call
June 16, 2020

S.M.A.R.T

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

Shane & Kerry Hulin

G & H Tire and Collision

- Remove oil+filter+batteries from parts into other - 2/20
- Work on MSDS information - 6/20
- Increase parts GP to 50% - 4/20
- Sell more flushes - 3/20
- Implement “Opening & Closing” process - 6/20

David Hay

Hay Tire Pros (1 of 2)

- Complete acquisition of 610 Johnnie Dodds – 04/20
- Redesign 606 showroom/bays – 6/20
- Tire Tech analysis at ? -2/20
- Bill manager meetings – 2/20
- Evaluate Tore Pros POS digital inspections – 4/20
- Parts GP increase to 55% - 6/20

David Hay

Hay Tire Pros (2 of 2)

- \$109/hour labor rate – 4/20
- Review “shop supplies” %, tires, batteries – 2/20
- BG – emphasis, training, spiff – 4/20
- Buy beach house, sell Broad St., buy 610 JD, buy Moncks Corner, get reelected to BOT, reelected to BOT Chairman, Minis wedding

Joel Stephenson Stephenson Tire

- Mount “2” , Balance “4” – 2/17/20
- Cal Interstate & start battery testing – 2/24/20
- Google 360° - 3/15/20
- “Key Drop” system – 4/1/20
- Safety glasses – 3/1/20
- Counter & Manager training – “call me”

Steve & Kim Bass

Bass Tire

- Increase labor rate from \$120 to \$124/hr. 3/20
- Increase labor sales – 4/20
- Improve inspection process – 4/20
- Establish a process for employee evaluation – 5/20

Chris & Jennifer Branham Branham Accessories

- Web site !!! – 5/20
- TireConnect– 5/20
- Signage exterior – 5/20

Matt Laye

Laye's Tires

- Increase RH to 40% of tire sales – 04/20
- Increase service flushes – 03/20
- Improve alignments to 25% of tire sales – 03/20

Tom & Angie Ceniglis

Tom's Tire World, Inc.

- Team - Increase GP by 2% - 03/31/20
- Tom - Create a daily tracking sheet for upsell items – filters, wiper blades, belts, batteries - 02/15/20
- Tom – Check pricing for filters, etc. from local parts supplier, Service Champ & Mighty 02/15/20
- Angie – RH objects display – 02/15/20
- Brandon – Call major fleet companies (ARI, Enterprise, etc.) & become a preferred vendor – 02/07/20

Tom & Angie Ceniglis

Tom's Tire World, Inc.

- Brandon – Join a civic or business group – 03/31/20
- Team – Institute digital and paid inspection (orig. 6/30/19) – 4/30/20
- Tom – Get a new spot made with Sinclair Mkt. orig. 11/30/19) – 04/30/20
- Angie – Complete “survivorship” information (orig. 11/30/19) – 04/30/20
- Tom – Talk to Ginger griffin about website (orig. 9/30/19) – 03/31/20

Jeff Cheek

Countryside Tire & Auto Service

- Keep payroll under 45% - monthly
- Complete “Emergency Plan” – 03/20
- Increase parts GP 1% - 02/20
- New website – 05/20

Bob Gipson

Gipson's Tire Auto Tire, Inc.

- Attain and keep NP above 5% - on going
- Get average ticket over \$200 - 03/31/20
- Get parts GP 50% - 03/31/20
- Hootie talk S. Moss about TG - digital inspection at TP dealer conference 02/20
- Evaluate & possibly implement TireConnect - 03/31/20

Darrin Mallett/Neil Duran

Kilgore Tire Center

- Weekly updates on payroll % to Neill and Sid - 2/20
- Reduce payroll % by 5% - next DSP meeting
- Fix our issues with recording gross profit on POS system - 5/20
- Continue working on 100% inspection on vehicles
- Keep track of tire count and car count - 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

James/Chasery Baxter

Neighborhood Tire Pros (1 of 4)

■ Avondale

- Remodel – Paint Exterior, Replace Exterior Signage, Paint Service Bays. 04-30-2020.
- Seal Coat and Restripe Parking Lot. 4-30-2020
- Purchase additional tire changer if budget allows – 06-30-2020.
- Replace Balancer 06-30-2020.
- Replace Showroom Floor if budget allows. 12-31-2020.

James/Chasery Baxter

Neighborhood Tire Pros (2 of 4)

■ Decatur

- Finish Exterior Building Repairs and Repaint Exterior of Store. 04-30-2020.
- Rebuild Interior Wall and Repaint and Remodel Showroom. 04-30-2020.
- Reseal and Stripe Parking lot. 04-30-2020.

■ East Cobb

- Plan Inground Oil Tank Removal - 12-31-2020.

James/Chasery Baxter

Neighborhood Tire Pros (3 of 4)

■ Commercial

- Purchase Additional F250. 06-30-2020.

■ All Locations / General.

- Look at Labor Rate bump to \$130.00. 04-30-2020.
- Hit a profit average goal of 8% first quarter 2020. 03-31-2020.
- Complete Bolt on Digital Inspections Installations all locations. 04-30-2020.
- Master Store Cleaning & Organization Process. Utilize updated Store Inspection Process 04-30-2020.

James/Chasery Baxter

Neighborhood Tire Pros (4 of 4)

- Implement Bay Traffic Controller Position for Back Shop to help Quality Control and Productivity Improvement. All Locations. 04-30-2020.
- Complete all Employee Evaluations / Review.
- Complete Office Restructure and Office Staffing Changes - 04-30-2020.

Greg Byrnes

Sedam Tire (from Pittsburg)

- Break out parts category – 11/19
- Labor rate survey – 11/19
- SEO/YEXT/YELP “Mechanics” → search – 11/19
- Employee reviews → finish – 10/19
- Update au marketing brochure – 10/19

Tripp Evans

C.W. Williams (from Cullman)

- 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