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GROUP 400  
FEBRUARY 2021 – RICHLAND, MS  
EXECUTIVE SESSION

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**SEPTEMBER ZOOM MEETING BEST IDEAS**  
**\*\*\*Winners\*\*\***

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**Kristen & Kent Cristy**

Does anyone use a labor finder service like Xpress Personnel to find employees? If so, what are the pros and cons for using this service?

As we have evaluated 2020 financials, we have noticed that we have a lot of payroll that goes towards bonuses. We pay bonuses every month to managers, sales, and techs. I am just wondering how many payout bonuses on a monthly basis or do you pay at the end of the year?

We are now tracking shop hours per invoice. Does anyone else track this KPI and if so what are your numbers and what is your goal?

Does anyone use Survey Monkey, or another resource to send out surveys to customers to get feedback? Just curious what kind of feedback you have received and if it is worth the time and money.

**Mandy Wuebbels & Mark Meckfessel**

**Up charge for Credit Card Transactions.** This question comes from a fellow Tire Dealer in Kirkwood, MO. I have been asking him for years to come to a meeting and he may be getting closer. Scott Combs of Comb's Tire asks, "Has any considered putting up a sign on sales counter stating that All credit and debit card transactions will be charge a 3% Transaction Fee." Realistically this has the potential of adding a couple of points to your NET PROFIT. It is also a little scary, like charging shop supplies or raise you labor rate. Is anyone considering, currently doing or tried this in the past? Tire Prices are going up huge right now unlike we have seen in many years. I have bought extra product hoping to increase my margins as the changes come into play. I want to remain competitive, but I also want to add a few points to my bottom line. How are you adjusting your prices? Increasing prices immediately as suppliers goes up? Monitoring Competitors prices? Dollar cost averaging? What is your strategy?

Anybody using the **FREE Bridgestone Nationwide Road hazard warranty** as per the Bridgestone affiliated retailer program?



## **Brian VanAman**

How is everyone going about finding new employees? Are you using Newspaper ads, company website, Indeed, etc.?

What is everyone using as a starting rate for general service technicians? What is your average hourly rate for all your general service technicians?

## **Chris Tolleson**

Possible minimum wage increases. 49 Tire has no one below \$12 per hour now on payroll. (Drivers are the lowest @ \$12) How do we expect this to affect business. How will we overcome this? How does 20G expect the big box stores to deal with it?

49 Tires nitrogen compressor broke this winter and we have not replaced it. Should we? It was not as profitable as 12 years ago. Should we replace or not worry about it?

Who is using the Bridgestone Firestone Oil program? Pros/Cons?

How many PTO days does Bridgestone Firestone Corporate store accrue?

## **Deb, Bruce and Aaron**

Studying all of your numbers on a month to month basis throughout this past year, it appears that we are the lone Twenty Group member that has "taken a bloodbath" through this pandemic. It has made us realize that we really are a non-essential tire business, and I'm not sure we thought there was such a thing before now. We have enjoyed great net profits in the past and not to say we got fat and happy, but we were sure not prepared for what happened in 2020. We are not looking for sympathy, but it surprises me a little that when we have numbers posted showing a \$150,000-\$200,000 drop in revenue, that there wouldn't be some type of comment from anyone in the group wondering "what the heck is going on? About 3 months ago, our competitor (Firestone) reached out to us wanting to dump their inventory so I sent out a Twenty Group email asking opinions on what the group had for ideas on whether to buy up the remaining competitors inventory to get them out of the business or to let it hit the market? I received responses from 2 group members and 2 leaders. Maybe we were all buried in business this past year, but the question that I have is do we as members really study anyone's numbers other than our own? There have been other members asking questions and I'm not sure what responses they have received, but I'm thinking that we are all in the group together and it would be nice to take time to take the time to study not only our own numbers, but the other members, and reach out when someone's looking for an opinion or having an up or down month.

Bruce sent out an email asking if we want to sign up for SESCO this year. The fee is so cheap that we just do it, but we have never used them. What do you use SESCO for in your business? What are we missing that we should be using them for?

Through this pandemic "experience", what have you learned about your business that better prepares you for the future?

## **Becky and Gary Townsend**

If Congress passes the family relief act, and we will be required to pay up to 6 weeks of pay or more due to health issues; how are you going to tackle this issue.....Vacation? Paid time off? Bonuses cut? Just need input so I can start a plan.....

Due to the climate we live in, (rust belt) we are always running into swollen lug nuts. The cap over the nut gets rusted and swollen and we fight getting these off. I have purchased solid chrome lug nuts from different companies and seem to have these get rusted after a short time. Can anyone lead me to some company that sells quality OE style solid chrome lug nuts?

We began closing on Saturday's after COVID hit. We have never closed on Saturdays, 33 years. We now work 8-6 Monday-Friday. Our car count has suffered a little, but Net Profit is staying consistent. We have no overtime and it seems everyone loves it but me. Should I re-open on Saturday's? George Dellinger's answer does not count.....