

# Drive More Dollars per Repair Order



U.S.

Parts and Service Solutions

## Ask Yourself...

- ? How much money am I throwing away with inaccurate quotes?
- ? How many missed charges do I write off at the time of payment?
- ? How do I know everything is being accounted for on the invoice?
- ? How do inconsistent estimates affect my customer satisfaction?

## Expect Results

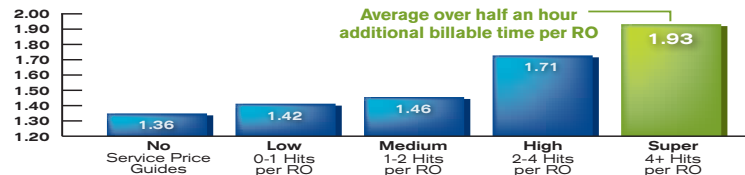
- Ensure the original quote will match the final invoice, to the penny, every time.
- Be confident you have the right job, with all the required parts, listed in the original estimate.
- Boost hours per RO, effective labor rate, and parts sales.
- Increase CSI and avoid 5:00 o'clock surprises with accurate estimates.

**“We’ve increased labor profit \$15,000 per month.”**

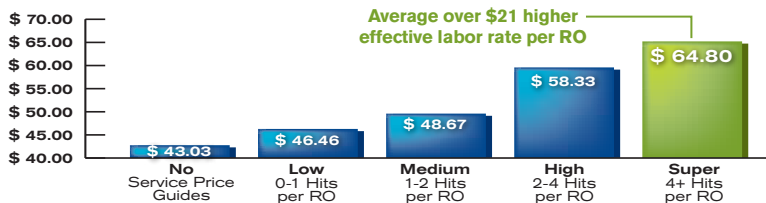
Jack Monteleone, Parts and Service Director  
Conicelli Auto Group, Conshohocken, PA

Service Price Guides

**Average Hours per RO**



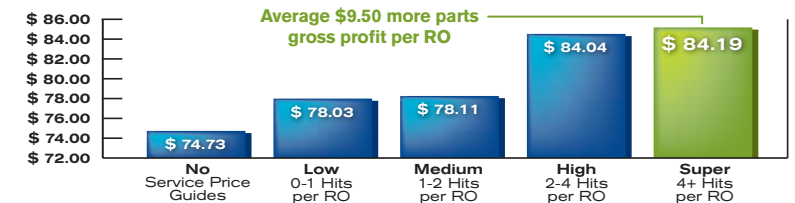
**Effective Labor Rate**



**Labor Gross Profit per RO**



**Parts Gross Profit per RO**



<sup>1</sup> SPG Utilization Study 2009

## Service Price Guides

End unnecessary policy discounts and get more dollars from every RO with this fully integrated pricing solution. Provide customers exact, to-the-penny service estimates in seconds.

Labor times and rates can be automatically adjusted based on the vehicle model and operation skill codes.

**SPG Inquiry**

Vehicle Information

Make: Dodge Year: 2011 Model: Charger

Options: 2WD Engine: 3.6L VVT 6 Cyl

PL: 1 Odometer: VIN 2B3CL3CG4BH502033 Customer Pay

Operation Selections

Job	Operation	Description	Parts Available	Mapping	Notes	Price
<input checked="" type="checkbox"/>	1	MPINSPECT				0.00
<input checked="" type="checkbox"/>	2	OFSfb				41.85
<input checked="" type="checkbox"/>	08190101RPR	Powertrain Control Module, r&r REMAN - 3...	<input checked="" type="checkbox"/>			361.25
<input checked="" type="checkbox"/>	BR-112d	Front & Rear Pads/Shoes, r&r NEW - 2WD ...	<input checked="" type="checkbox"/>			490.85

Parts: 53  
GOG: 1  
Labor: 29

Internal Pay Details (F3) Map Job

Exact labor hours based on warranty time or MOTOR Time.

Note areas of concern for additional upsells.

Estimates include tax and shop supplies.

All parts and fluids are included on the estimate.

**Operation Details**

Model: Charger PL: 1

Operation Number: BR-112 Modifier: d - 4x2/2WD Rear Disc Brakes

Operation: Front & Rear Pads/Shoes, r&r NEW

Description: 2WD 2011 Standard Brakes

Hours: 2.90 Labor: 191.62 SPG Labor Code: 3

Parts

Part Number	Description	Req...	Avail	Price	Total
CH5174001-AA	PAD KIT FRONT DISC B	1	6	157.00	157.00
CH5142560-AA	PAD KIT REAR DISC BR	1	2	116.00	116.00

Parts: 273.00 Misc: 9.29  
GOG: 0.00 Tax: 16.94  
Labor: 191.62 Total: 490.85

Update (F12) Cancel

“In the last six months, our effective labor rate has increased over \$7, and our hours per RO have gone up over .5 hours.”

Tony Dave,  
Service Manager  
P&W Motors,  
Pittsburgh, PA

## Highlights

- Total integration throughout the entire RO process.
- Full integration with your ERA specifications (e.g., labor rates, parts matrix, fluid pricing).
- MOTOR Times included at no additional cost.
- Reynolds team dedicated solely to the maintenance and support of Service Price Guides.

Service Price Guides is the best way to ensure your pricing is accurate, capture more dollars on every RO, and boost your CSI.

