

# DAILY SALES DASHBOARD - Ending 2/9/21

| EFFICIENCY |         |
|------------|---------|
| Target     | 100.00% |
| Current    | 100.29% |
| Difference | 0.29%   |
| Status     | GREEN   |

| EFFECTIVE LABOR RATE |        |
|----------------------|--------|
| Target               | 100.00 |
| Current              | 96.28  |
| Difference           | -3.72  |
| Status               | GREEN  |

| GROSS DAILY SALES |          |
|-------------------|----------|
| Target            | 4,280.16 |
| Current           | 3,887.32 |
| Difference        | -392.84  |
| Status            | YELLOW   |

| BILLED HOURS (25/DAY) |        |
|-----------------------|--------|
| Target                | 50.00  |
| Current               | 40.62  |
| Difference            | -9.38  |
| Status                | YELLOW |

| PARTS TO LABOR RATIO |         |
|----------------------|---------|
| Target               | 75.00%  |
| Current              | 83.81%  |
| Difference           | 8.81%   |
| Status               | NEUTRAL |

| CLOSING RATE |         |
|--------------|---------|
| Target       | 85.00%  |
| Current      | 71.64%  |
| Difference   | -13.36% |
| Status       | YELLOW  |

| GROSS SALES TRACKER |          |
|---------------------|----------|
| Target              | 8,627.50 |
| Current             | 7,774.64 |
| Difference          | -852.86  |
| Status              | YELLOW   |

| # REPAIR ORDERS |        |
|-----------------|--------|
| Target          | 16.0   |
| Current         | 10.0   |
| Difference      | -6.0   |
| Status          | YELLOW |

| HPRO       |       |
|------------|-------|
| Target     | 3.00  |
| Current    | 4.06  |
| Difference | 1.06  |
| Status     | GREEN |

| AVERAGE REPAIR ORDER |        |
|----------------------|--------|
| Target               | 539.22 |
| Current              | 777.46 |
| Difference           | 238.24 |
| Status               | GREEN  |

| DISCOUNT TRACKER |        |
|------------------|--------|
| Target           | 2.50%  |
| Current          | 0.00%  |
| Difference       | -2.50% |
| Status           | GREEN  |

| NEW CUSTOMERS |        |
|---------------|--------|
| Target        | 2.4    |
| Current       | 1      |
| Difference    | -1.4   |
| Status        | YELLOW |

| GROSS PARTS PROFIT |        |
|--------------------|--------|
| Target             | 50.00% |
| Current            | 51.43% |
| Difference         | 1.43%  |
| Status             | GREEN  |

| DETAIL UPSSELLS |        |
|-----------------|--------|
| Target          | 125.00 |
| Current         | 30.00  |
| Difference      | -95.00 |
| Status          | YELLOW |

| RESTORATION SALES |        |
|-------------------|--------|
| Target            | 75.00  |
| Current           | 0.00   |
| Difference        | -75.00 |
| Status            | RED    |

| GROSS LABOR PROFIT (est) |        |
|--------------------------|--------|
| Target                   | 75.00% |
| Current                  | 75.70% |
| Difference               | 0.70%  |
| Status                   | GREEN  |

## KEY STRATEGIES:

MANAGE PAYROLL - Reduce Overtime & Reduce Downtime

MANAGE WORK ORDERS ONE AT A TIME - Bill More Labor Hours, Check Parts Profit & Control Discounts

MANAGE SPENDING - Emergency Status. Purchase Only Items REQUIRED to bring a profit. Pay bills on time. Pay IRS.

## WEEKLY MARKETING DASHBOARD

|                      |                                                                             |
|----------------------|-----------------------------------------------------------------------------|
| Current Special      | WINTER SPECIAL \$34.95, includes front wiper blades, expires March 20, 2021 |
| Facebook Advertising | The Search is Over. Ends February 8, 2021                                   |
| Facebook Advertising |                                                                             |
| Facebook Advertising |                                                                             |
| <b>NEW!!!!</b>       |                                                                             |
| Google Adwords       | Running - Max budget = \$10 / day                                           |
| Constant Contact     | Went out 1/25/21                                                            |
| Website Updates      |                                                                             |
| DemandForce          |                                                                             |
| Oil Change Reminders |                                                                             |
| Recommendations      |                                                                             |
| Phone Follow Up      | Weekly on Monday by Office Manager                                          |
| Thank You Cards      | Laurie daily if possible                                                    |
| HLWDS Postcards      |                                                                             |
| Online Review Check  | Every Monday                                                                |

Gross Sales Tracker 1 = \$4,313.75 - 2 = \$8,627.50 - 3 = \$12,941.25 - 4 = \$17,255.00 - 5 = \$21,568.75

Hometown Service Center 4,376.14  
Hometown Detail 7,433.65  
Hometown Development 3,451.61  
Savings 5,038.00  
EIDL 108.60

Notes: Real estate taxes will come out of the HSC account next week in the amount of \$8,247.01. This is reflected in the HSC balance.

Outstanding Balances 20,408.00