



27 Years Of...

Flipping Your Customer Base

From - High Ratio Coupon Customers

To - High Ratio Prime Customers

Because No One Is Making Money On Coupon Customers

Independent Specialty Auto Repair - Specialists

800-428-0286

Ad-Card™

New Customer Acquisition Program

27 Years Of Business
Tested And Proven Products
and Systems

Brings “Prime Customers” Through Your Door
People With Money, Nice Cars and Who Are
Willing To Pay Well For Your Services

When The Discussion Turns To Advertising and Marketing, Most Shop Owners Agree...

**My Shop
Always
Needs New
Customers**

- **The Toughest Job They Have Is Getting Large Numbers Of Good Quality Customers In Their Door.**



Automotive Marketing 101



Professor Motors Says...

“Most people think that auto service marketing simply means Car Count. But it means much, much more than that. Who you bring in the door means just as much as how many you bring in the door.

To Make Good Money...

Successful People



People With Money
And Nice Cars



Slugs

Which Customer Would You Rather Have?

Coupon Customer



RO Average
\$39.95

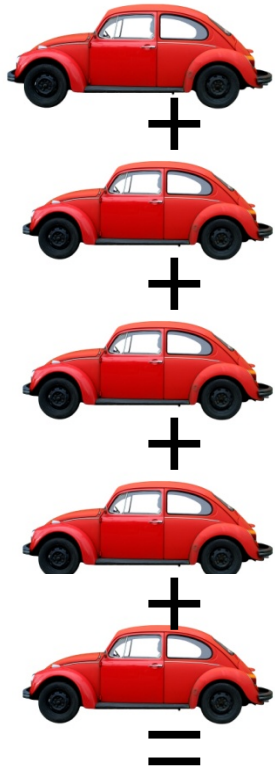
Prime Customer



RO Average
\$539.95

Which Day Would You Rather Have?

Coupon Customers



A \$199 Day

Prime Customers



A \$2,699 Day



The Problem: Prime Customers Are The Hardest To Attract

**Many Are
Afraid Of
Independent
Repair Shops**



**They Don't Know
What To Expect But
The Image In Their
Minds Is Negative**



**Where In Reality, The
Independent Shop Is
Usually More Friendly,
Better Qualified And
Less Expensive.**



So What Do These Frightened Prime Customers Do?



Go Back To the Dealership For Service



Where They Pay Too Much



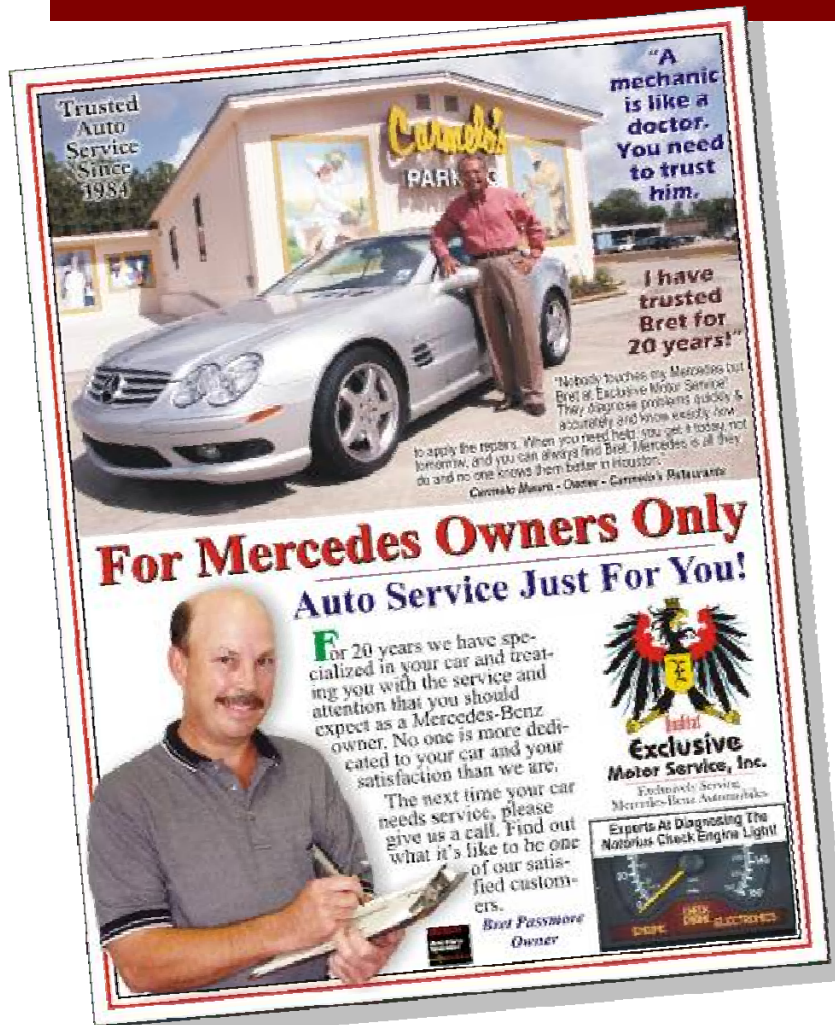
*Get
Marginal
Service*



*And
Sometimes
Get
Treated
Rudely*

So-How Do We Overcome These Fears?

We Change The Customer's Perception With Incredible Quality, Customized For You!



Trusted Auto Service Since 1984

Carmelo's
PARK

"A mechanic is like a doctor. You need to trust him."

I have trusted Bret for 20 years!"

"Nobody touches my Mercedes but Bret at Exclusive Motor Service! They diagnose problems quickly & accurately and know exactly how to apply the repairs. When you need help, you get it today, not tomorrow, and you can always find Bret. Mercedes is all they do and no one knows them better in Houston."

Carmelo Murri - Owner - Carmelo's Restaurant

For Mercedes Owners Only
Auto Service Just For You!

For 20 years we have specialized in your car and treating you with the service and attention that you should expect as a Mercedes-Benz owner. No one is more dedicated to your car and your satisfaction than we are.

The next time your car needs service, please give us a call. Find out what it's like to be one of our satisfied customers.

Bret Passmore
Owner

Exclusive Motor Service, Inc.
Exclusively Serving Mercedes-Benz Automobiles
Experts At Diagnosing The Notorious Check Engine Light



Hey! They Look Nice.
They Look Friendly.
They Look Professional.
They Look Trustworthy.
I Think I'll Give Them A Try...



When They See **Ad-Card**™

They See The Very Best Side Of You



"Louden Motorcar Service has kept my cars in great shape for over 28 years. They treat me like family and do business the old-fashioned way - honest, friendly and professional. As a business owner myself, I appreciate their attention to detail and the courtesy extended to me. I trust them completely and wouldn't take my cars any place else." **Ann Kahn - President, Kahn Mechanical Contractors-Dallas**

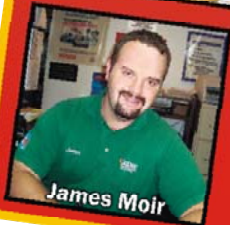


Steve Louden

**Independent Service For
Mercedes, BMW, and
Porsche Owners Only**

**Friendly, Honest,
Professional Auto Service
With An Unequaled Reputation
And Value - Just For You!**

LOUDEN
MOTORCAR SERVICES, INC.

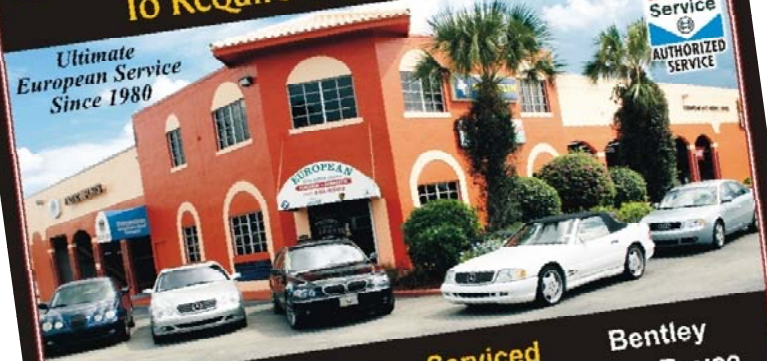


James Moir

"For the last 30 years we have specialized in your fine European car and in you, the European car owner. We know you and your car, and are dedicated to making you happy and keeping your car running to perfection." - **Steve Louden**

**For European Automobile Owners Only
When Your World Class Car Means Enough
To Require The Absolute Best**

*Ultimate
European Service
Since 1980*



**European
Auto Service, Inc.**
Exclusively Serving
European Automobiles

Vehicles Serviced

Mercedes-Benz
BMW
Jaguar
Porsche
Audi
Volkswagen
Volvo

Bentley
Rolls Royce
Land Rover
Lamborghini
Maserati
Ferrari
Aston Martin
SAAB

3 Full Service Convenient Locations

Boca West
9787 Glades Rd.
Boca Raton 33434
561-451-0502
MV#36949

Boca East
2740 NW 1st Ave.
Boca Raton 33431
561-416-6099
MV#76587

Aventura
20307 Biscayne Blvd.
Aventura 33180
305-935-0455
MV#48092 Dade#93100005

www.WorldClassRepair.com/Boca

Generic, Cookie-Cutter Advertising Doesn't Sell You

**When Was
The Last Time
You Changed
Your Oil?**



**Make Sure
You're On The
Right Road
To Auto Service.**



**Good Auto Service
Can Keep You
Off The Side Of
The Road**



It Just Makes You Look Like Every Other Shop In Town

Do It With *Class* - Because *Attracts*

- To Be Chosen By The Prime Customer You Must:
- Stand Out From Your Competition
- Show Them That You Are Worthy Of Their Business
- If You Don't – They Won't Call!

**For Lexus, Infiniti, Acura
Toyota, Nissan, Honda & Mazda
Owners Only**

The Perfect Place To Service Your Car

"That's how we designed it. Everything has been put together to meet your specific needs, and 100% customer satisfaction is our most important goal.

We know your cars, SUV's and trucks inside and out and will always treat you with respect and fast, professional service. In fact, same day service is our normal schedule.

The next time your car needs service or maintenance, please give us a call. Find out what it's like to be one of our satisfied customers. You'll notice the difference with your very first visit."

Billy & Cindy Craven-Owners

CRAVEN
Quality
Auto Service

561-391-1924

CRAVEN
TIRE & AUTO

Servicing All Makes & Models of Japanese Cars, Suv's & Trucks

ASE All ASE Certified Master Technicians
The Top 7% of the Industry

You won't find that even at the dealership.



For Mercedes Owners Only Auto Service Just For You



My family has been taking all our Mercedes to Cedes Car Repair for years. They are real pros and go out of their way to help us as well as keep our cars running perfectly. But most important, they treat us like friends. You can always count on them. We won't take our cars anywhere else.

**We Service Only Mercedes Benz Automobiles
And The World Class People Who Drive Them**

***Mercedes Repair and Maintenance Is All We Do
And We Do It Very Well***

For 20 years we have specialized in your Mercedes and treating you with the service and attention that you should expect as a world class car owner. No one is more dedicated to your car and your satisfaction than we are.

The next time your car needs service, please give us a call. Find out what it's like to be one of our satisfied customers. You'll notice the difference with your very first visit.

John Nabers & Andy Rhoads Owners



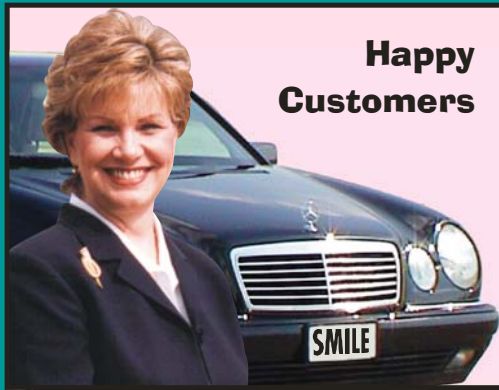
www.CedesCar.com

Ad-Card™

Creates...

- Credibility
- Trust
- Professionalism
- Friendliness
- Class
- Respect
- Higher RO Average
- Reduced Defensiveness

UNIQUE MAILING METHODS



The Best Thing - Happy Prime Customers

The Worst Thing – Angry Prime Customers

- **Most Companies Dump Large Quantities At One Time**
- **Weekly Mailings Based On Your Shop Capabilities And Needs**

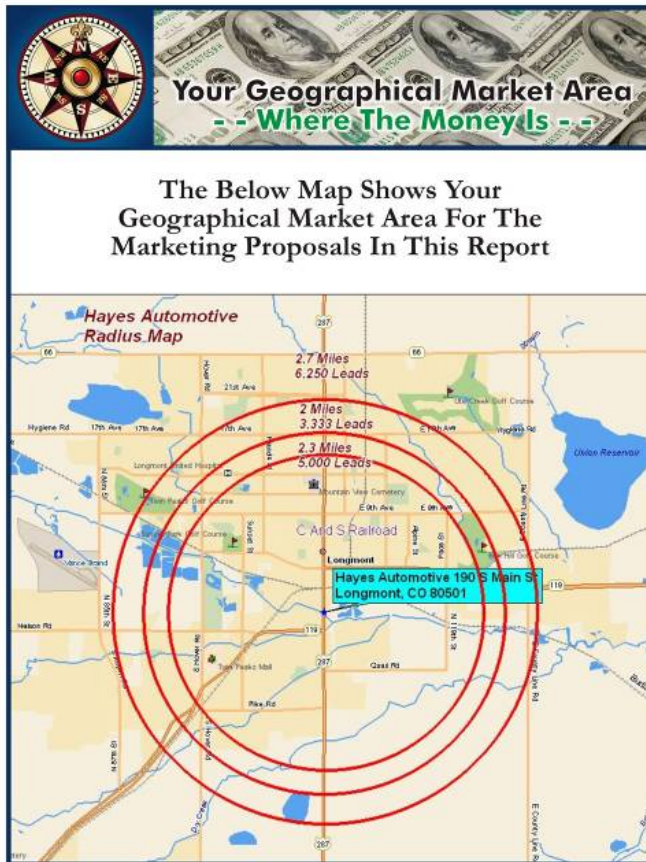


Slow, Managable, Controlled Growth
Consistency Wins The Game!

Ad-Card™

More Than Just A Pretty Face

FREE MARKET ANALYSIS



We Find The Cars You
Are Looking For –
Then Show You How
To Go Get Them...



EXCLUSIVITY

The Most Important Feature We Offer



Sam owns his market. Has cut out his competitors.

The Power Of Exclusivity

3 Mile Radius

West Side Automotive

Jake's Motor Center

Sam's Automotive Ad-Card Client

Joe's Auto Center

The Car Shop

Amarillo Auto Care

Uptown Tire & Auto

- Exclusivity gives the Ad-Card marketing program to you - and you alone. Ad-Card will never compete with you in your own market area.
- Your shop will have Ad-Card out there every week pulling in the Prime Customers for you.
- Exclusivity allows you to own your market.
- When you buy Ad-Card you are not only buying the finest auto service marketing program available, you are also buying the LOCK-OUT of your competitors.

Sam Owns Ad-Card In His Market Area

Sam's Competition Has Been Locked Out

Exclusivity Explained



- Hire A Salesman
- The Perfect Man
- Experienced In Auto Service Sales
- Promises Great Things
- You Pay Him Base Salary Plus Bonus
- Then- The Big Surprise!

Shop # 1



YOU

\$\$\$

Shop # 2



SERVICE CENTER



AUTO REPAIR

Shop # 3



\$\$\$

\$\$\$

Shop # 1



You Loose
50% to
60% Or
More In
Response

\$\$\$

**ABC - Auto
Service
Marketing
Company**
**Non
Exclusive**

Shop # 2



Shop # 3

\$\$\$

\$\$\$

Why Don't Other Marketing Companies Offer Exclusivity?



It's Incredibly Time Consuming

It's Incredibly Expensive



**It's The Only Honest Way We Can Tell You
That We Will Do Everything We Can To
Build Your Business - And Prove It!**



**Are You Ready For A
Serious Marketing
Program That Can Turn
Your Profit Structure
Right Side Up?**

Give Us A Call Today

800-428-0286

Information Necessary For Your Free Market Analysis

- Shop name – address – phone
- How many years in business? Same location?
- Number of techs in your shop?
- Number of service advisors?
- Number of bays?
- Email?
- Phone?
- Web Site?
- What is your sales increase goal? How much last year?
- Read The Art and Science of Selling Auto Service?
- Specialist/General/Collision/Transmission?
- What are your goals?

Homework Assignment

We are going to spend 2 hours putting together your market analysis, draw maps, get counts, cut out an exclusive market area & then show you how (and how much) it will take to go get them.

What we ask of you is to read this little book. We do everything differently. This book will teach you 27 years of experience, testing and proving our upscale marketing programs. How and why we do it.

If you read it you will understand completely what we are doing and why. If you don't - you will question everything we say when we go over your market strategy. You reading this book will save us both an hour when we go over your market attack plan. You can read it on line or print it out at:

www.SellingAutoService.com

Also suggest you go to www.DMVLlists.com to see why this is the best Make/Model/Year list on the market if you are in one of the lucky states.

YES-IT'S THE REAL THING!

DMVLlists.com
Make - Model - Year - Automobile Lists

STOP GUESSING-HIT YOUR TARGET

The Art and Science of Selling Auto Service

by Zed Daniels - Copyright © September 2007 © Revised April 2011

Auto Repair Marketing Misconception Corrected

When you buy a marketing program, for your automotive repair shop, you need to realize that you **are not** buying postcards, ads, radio, TV, a web site or search engine optimization for your web site. **You Are Buying The Quality of Customer Who Comes Through Your Door!**

Cheap advertising usually delivers a harvest that is the perfect reflection of itself - **Cheap Customers**. Make your marketing decisions on who you want your customer to be, and only then select a program that will attract and deliver those customers. **Those who buy their shop marketing based on cheap price alone are destined to deal with auto repair customers who buy on cheap price alone.**

For Specialist Auto Repair Shops

**We have the DMV list for Make, Model, Year - See DMVLlists.com
NO - I REALLY MEAN IT - THE REAL DMV LIST IN 16 STATES**

This little book - **written exclusively for independent auto repair shop owners** - is a no holds barred, tell-it-like-it-is, easy to read and understand, advanced auto service marketing study and strategy, based on 27 years of tested and proven principles in the independent auto service industry, answering the question that has puzzled shop owners for decades:

How Do I Bring In New Customers With Money?

Read This Because...

...your marketing determines how much money you will make, the kind of customers you will be working with, how well your family will live, where you will be in the next 10 to 20 years and even the daily attitudes of you and your staff.

Yes - Your Marketing IS Just That Important!