

**THE NATIONAL COLLISION REPAIR WORKSHOPS
at Automechanika Canada present**

BUSY BUT BROKE
Successful alternative profitability models in collision repair in Canada

In the very tough and volatile Canadian marketplace, body shop owners are tense and concerned about their future. There are alternatives to the traditional business model that has body shops scrambling to achieve 3 to 5 percent profitability.

Speakers will include:

- An Ontario collision repair shop manager will discuss how his facility is able to maintain a positive working relationship with insurers without the benefit of DRPs and is able to achieve two to three million dollars in annual sales with a door rate of \$76.00 per hour.
- A U.S. shop owner with a 28,000 square foot shop will discuss how he has increased his profits by continuing his relationship with two one million dollar insurance companies after discontinuing their DRP program.
- Shop owners, including a banner franchise operator with significant DRP work, are eager to discuss alternative methods for shop profitability.

We will also discuss:

- How a group of Canadian shops have decreased their DRPs from twelve to two companies, but were able to increase their door rate to \$57.00 per hour.
- How shop owners are taking on a “CASH ONLY” policy, having the insurance company paying the customer directly. In the case of a customer pay job the customer will have the option of using the shop’s consumer credit program.
- How a multi shop owner that discontinued his relationship with a franchise after five years has increased his profits by returning to independent.
- How a shop in Central Canada that was doing \$3.2 million dollars in DRP sales is now doing \$1.2 million dollars without DRPs but with an increase in profit.
- How Canadian shop owners are insisting on their posted door rate, at times receiving the difference between their invoice and an insurance payment from the customer.

Also featured at the workshop:

- The difference in shops conversion to low-VOC products in Canada and the European Union.
- Shops that make most of their money by NOT repairing vehicles. The fees debate, are they bandits or just standing tough in their marketplace?
- Why so many shops and insurers are ending up in court. Why can’t we just get along?
- Insurance impacts on a shop, from auto renewal rate increases to rebate regulations.

The National Collision Repair Workshop on alternative profitability will be held on Thursday, September 27, 2007, once in the morning and again in the afternoon at Automechanika Canada / CarFixWorld located at the International Centre on Airport Road in Toronto.

Cost:

Morning (8:30 am to 12:30 pm) **or** Afternoon (1:30 pm – 5:30 pm) Session \$99.00 plus GST per person, includes one VIP pass for the show (\$35.00 value) as well as an invitation to the Beer and BBQ event on Thursday evening.

If you wish to participate with speakers from Canada, United States and the European Union, please contact 1-866-309-4272, register online at www.ciia.com or e-mail info@ciia.com