

Big Leap Of Faith Netted Us \$233,000!

Scott and I had been in business for 20 plus years before attending our first ATI workshop. Like most techs running an auto repair businesses, we were just paying our bills with not much left over. After the first workshop we implemented shop supplies and a couple other things we picked up. In the next few years we attended two more workshops never taking the big leap.

After the third workshop, Scott decided we were going to join and become profitable or find something else to do. We were tired of just paying bills and working so hard.

The first 12 months was very stressful, being dragged out of our comfort zone, but with the guidance of our coach Kim Hickey we overcame the initial shock of doing business the old comfortable way and adapted the ATI program.

After the first few months, we started having thousands of dollars left over at the end of the month which we put back into improvements to our facilities. We redecorated our customer lounge, had the building painted, and put new signage on the building. We had the lot repaved and stripped, had one of our tenants move out so we could use the space for offices and a marketing room, and after making many other improvements, we still had several thousand dollars left over.

With the help of our fantastic coach Kim Hickey our average repair order went from \$212 to \$780, our labor hours per ticket from 1.00 to 3.42 and our return on investment is \$233,000 so far!

ATI and our coach Kim Hickey have totally turned around our business and made it fun to come to work again!

Scott Larsen and Mike Kuczynski

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