Sales Mix Reporting for MSO’s

MSO Combined Shop Report
Individual MSO Shop Report
Estimators Report for MSO’s
Vehicle Make Report for MSO’s
Estimate Detail Report

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The 30, 20, 10 rule was jointly developed and implemented by Steve Trapp from Axalta with Mike Anderson from Collision Advice. The rule looks at your estimates and creates your percentages for the following four categories. The percentages are calculated by dividing the dollar amounts of the respective categories by the total dollars before tax.

These percentages have been found to create the most overall shop profitability on estimates.

1. **Labor** 30% (acceptable range is 28.5 to 31.5%)
2. **Refinish Labor** 20% (acceptable range is 18 to 22%)
3. **Parts** 38% range (acceptable range is 36.1 to 40.9%)
4. **Refinish Material** 10% (acceptable range is 9.5 to 10.5%)

For an estimate to be acceptable the percentages should be within these above ranges.

EstimateScrubber currently shows these Percentages on each individual estimate scrub started 4/23/16 records and reports them for each subscribing shop. The accumulated report (using an selectable date) will show the shop average, vehicle average by make and each estimators average percentages (must personalize work stations.) These percentages can be used as a guide to judge the profitability of the estimates allowing shops to adjust and/or identify trends in estimating.

An example would be if the parts % was high and Labor % low you may want to check to see if anything could be repaired instead of replaced.
Combined MSO Shop Sales Mix Report

- The Combined MSO Report offers a unique view of the MSO’s performance covering all the MSO shops estimating activity for an electable period of time.

The black bar shows the MSO Combined Sales $$ the Average MSO Estimate $$ ($ / by the Est Count) and the Combined MSO 30,20 10 percentages.

Below the black bar the MSO is broken down into all scrubbed estimates and four categories by amount of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix. This is displayed in the following manner:

count/percentage The count is the number of estimates that hit the target 30,20,10%. The % shown is the percentage of estimates written that hit the 30,20,10 targets.
# Shops Sales Mix Report for MSO’s

- The MSO Shops Sales Mix Report for MSO’s offers an unique view of each shops MSO’s performance covering each shops estimating activity for an electable period of time.

**The black bar shows Total Shop Sales $$ the Average Estimate $$(/ by the Est Count) and the 30,20 10 %’s**

Below the black bar the estimate is broken down into each shop in the MSO showing scrubbed estimates by size broken into four categories using the dollar amounts of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix. This is displayed in the following manner: count/percentage The count is the number of estimates that hit the target 30,20 10% . The % shown is the percentage of estimates written that hit the 30,20,10 targets.
Estimator Sales Mix Report for MSO’s

- The Estimator Sales Mix for MSO’s Report offers an unique view of each Estimators performance covering estimating activity for an electable period of time.

The black bar shows each Estimators Total Sales $$, the Average Estimate $$ written and the 30,20,10 %’s

Below the black bar each estimator is listed showing estimates they scrubbed broken into four categories using dollar amounts of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix for each estimator. This is displayed in the following manner: count/percentage The count is the number of estimates that hit the target 30,20,10% . The % shown is the percentage of estimates written that hit the 30,20,10 targets.
The Make Sales Mix Report for MSO’s offers a unique view of different vehicles repair profitability. The black bar shows each Vehicle Make along with the average 30, 20, 10 percentages.

Below the black bar, each vehicle is listed showing the number of estimates scrubbed broken into four categories using the dollar amount of the gross total (before tax). The report then offers the percentages for the 30, 20, 10 sales mix for each vehicle. This is displayed in the following manner: count/percentage. The count is the number of estimates that hit the target 30, 20, 10%. The % shown is the percentage of estimates written that hit the 30, 20, 10 targets.
Estimate Detail Sales Mix Report for MSO’s

- The Estimate Detail Report for MSO’s offers a view of the estimates scrubbed over a selectable time period.

The black bar shows the scrub date, Shop/Estimator, Vehicle (last 4 of the VIN for ID purposes), gross estimate dollars (before Tax) and the 30, 20, 10 percentages.

Date Estimator and Vehicle are sortable by clicking on the Heading.

Note: Unwanted estimate detail may be deleted by checking the estimate and clicking the “Delete Checked Item” button at the top of the Estimate Detail screen. This will delete it from all Sales Mix Reports.

Click the Detail estimate information for report.
If you have any questions

1. Use the EstimateScrubber Contact Us link
2. Use the Report Scrubbing Issue on the Results Page
3. Email Sales@estimatescrubber.com
4. Text or call Beau Brandon @ 619 518 4798
5. Call Bob Sandkaut @ 858 206 2020

Remember all this for only $25.00 a month or $300.00 a year, no contract or commitment.

EstimateScrubber offers a Free 30 day “No Strings Trial”. No credit card info necessary.