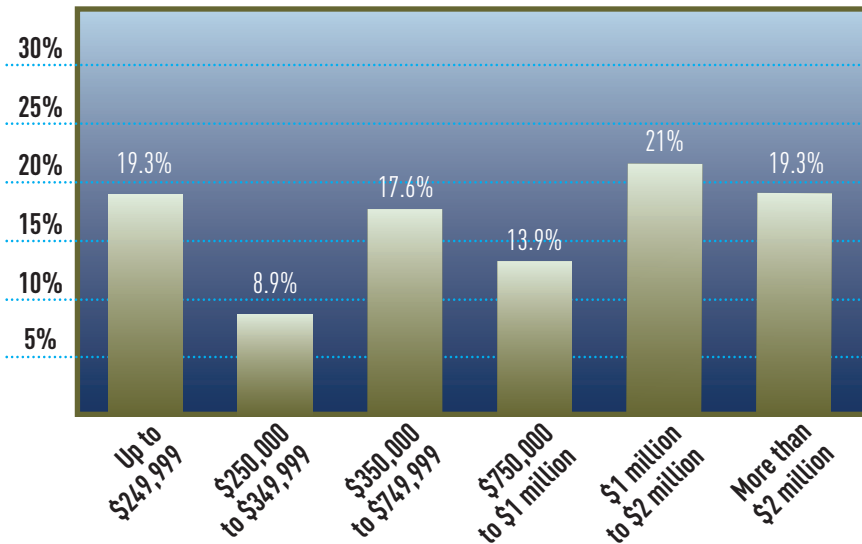
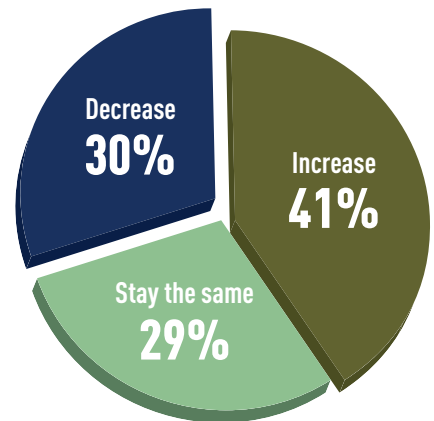


Market Profile

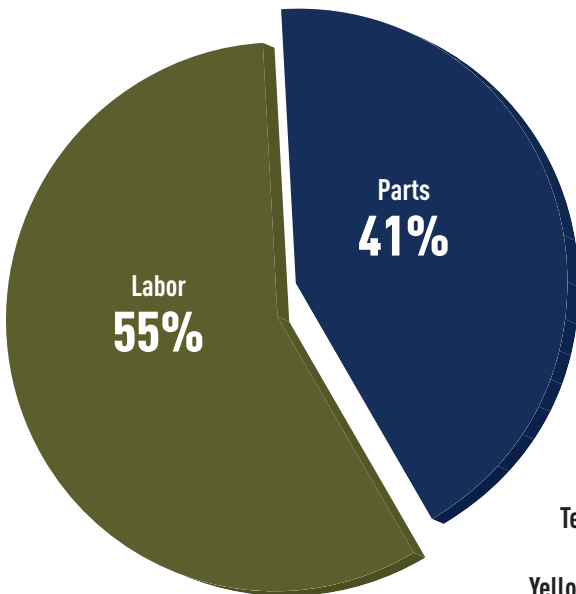
What Was Your Shop's Gross Sales In 2012?



Compared To 2011, Did Your 2012 Sales:



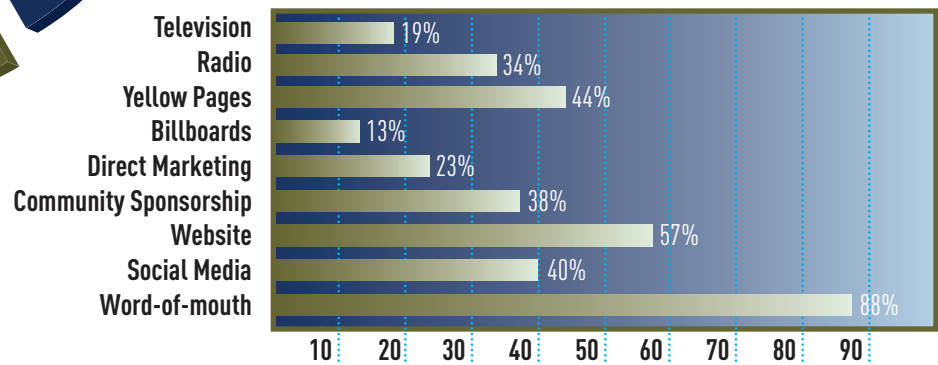
What Percentage Of Your Sales Is Attributed To Parts And Labor?



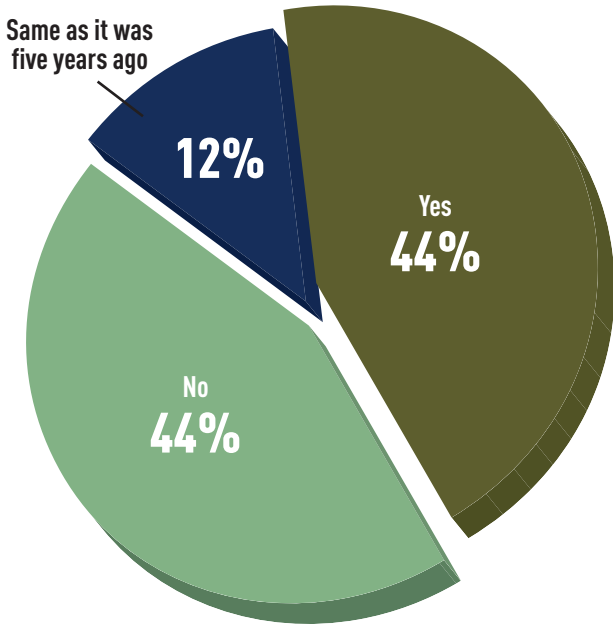
\$1,023,639

Average 2012 Gross Sales

How Do You Market Your Services?



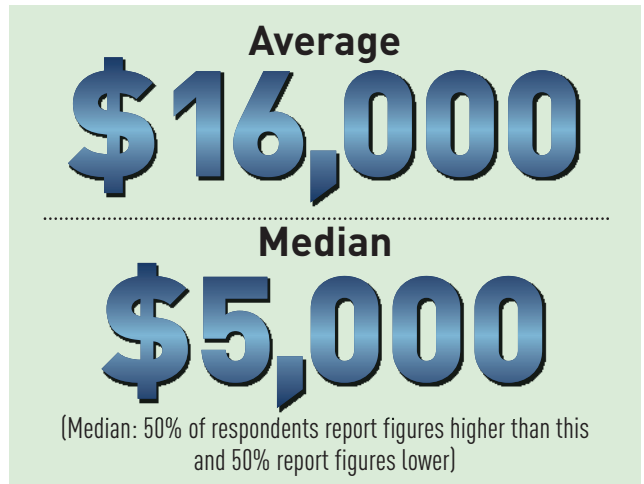
Do You Think Your Business Is Financially Better Off Today Than It Was Five Years Ago?



How Much Business Is Generated From Each Source?

Advertising	17%
DRPs	43.4%
Fleets	5.8%
Insurance Referral	21.4%
Word-of-Mouth	3.9%
Car Dealer	1.6%
Other	4.5%

What Shops Spend Annually On Advertising



What Was Your 2012 Gross Profit Percentage?

31.3%

What Was Your 2012 Net Profit Percentage?

15.2%

In the Next Five Years, Do You Think Your Business Will Be More Successful Than It Is Today?

