

# Successful Our First Year In Business

Dear “Chubby” Frederick,

My name is Bill Collins with Elite Automotive. I am writing in behalf of my business partner, Paul Wuest, and I to let you know how we feel about your program.

We started our business in October 2012 with just Paul and me. By March of 2013 we hired our 1st tech besides the two of us. When we started our business, we felt we understood gross profit on parts and were at about 40% gross profit. Our profit on job supplies were very low. We didn’t know much about labor profit. We continued to grow and progress and now have 5 total employees.

We had some serious reservations about investing in the ATI program. We were an extremely young business and had moved very cautiously with any decision. We finally concluded that with the help of ATI we could achieve our goals quicker.

We now average \$29.87 on job supplies (started at an average of under \$5), we’ve gone from \$70 per labor hour to \$79, and we stay close to a 50% gross profit on parts, due largely in part to ATI giving us the confidence. Having ATI on our side gave us the confidence to charge more for the premium service we feel we provide.

Our ATI coach Kevin Allen has contributed greatly to the confidence we now have and the success we now enjoy in our business. Kevin pushes us forward with weekly homework assignments. Kevin also knows when to take it easier on us when we’re stressed out. Kevin helped us get our web page completed, hire new employees (especially recently with the hiring of an A tech), finalize a large fleet contract, and much more.

Thank You!

**Bill Collins**

Vice President

Elite Automotive

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