

## Rapid Repair - Estimating Tool

**Rapid Repair is a global Akzo Nobel program designed to enable Sikkens users to better capture the expanding minor damage / customer pay market segment.**

**The Rapid Repair program is comprised of 5 components:**

**1. Rapid Repair Business Training**

**2. Rapid Repair Estimating Tool**

**3. Rapid Repair Technical Training**

**4. Rapid Repair Tool Cart**

**5. Rapid Repair Marketing Tools**

### Target Audience

Repairers seeking an efficient estimating solution for minor damage

It's Thursday evening and Mrs. Jones decides to stop and have her car washed on the way home from work. After making her selection from the various wash options, the attendant says "I see you have a nasty little scrape on the corner of your front bumper. If you like, I can write a Rapid Estimate to have it repaired at a very reputable local shop. The estimate is free and I can do it while our technicians are cleaning your car. Many of our customers are surprised to learn they can get minor damages like this repaired very quickly and economically. Would you like me to write that estimate while you are waiting?"

### DOES THE ESTIMATE HAVE YOUR SHOP'S NAME ON THE TOP OR YOUR COMPETITOR'S?!?

Rapid Estimate is an Microsoft Excel tool designed to provide a quick and easy estimate / quotation for minor damage repair.

It was developed with two objectives in mind:

- Fast and easy for excellent customer service
- Simple to operate – no experience necessary

Its simplicity and portability make it perfect for enabling non-traditional estimators to use it, both on, and off-site.

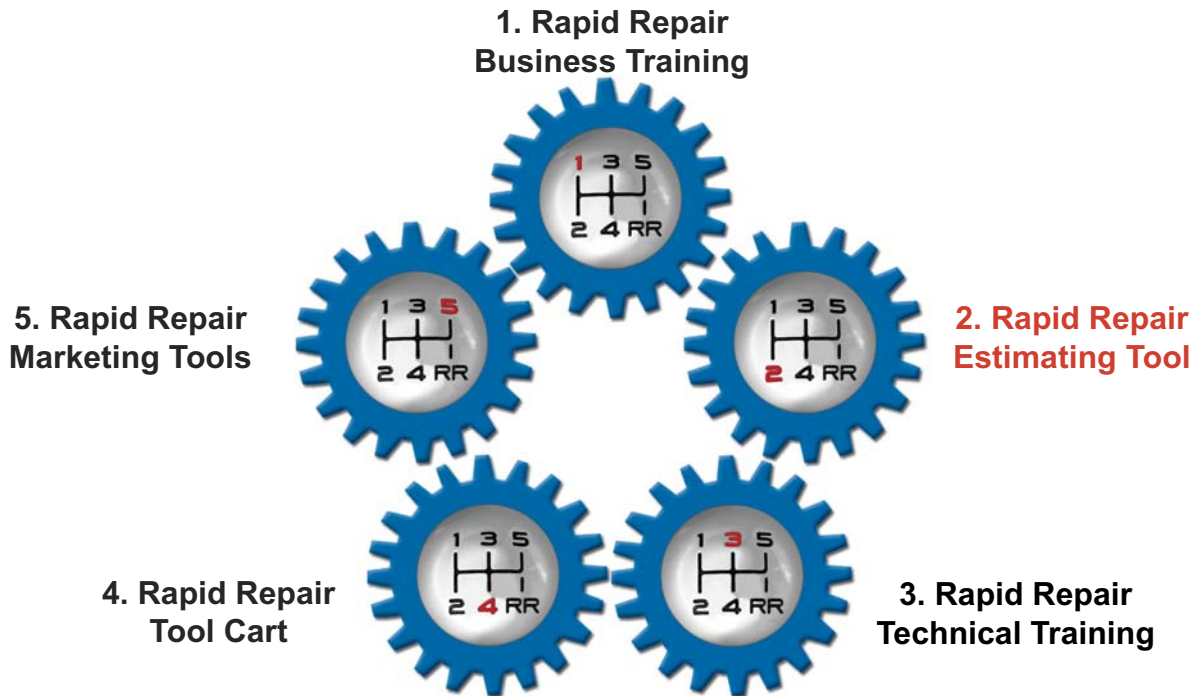
### Are You Experiencing:

- Increase in minor damage / customer pay traffic
- Low closing ratio on minor damage / customer pay estimates
- Excess production capacity
- Need to increase profitable sales

### This Service Will Provide:

- Microsoft Excel spreadsheet designed to quickly and easily write estimates for minor damage / customer pay jobs both on and off-site.
- Ability to customize with your pricing
- Ability to customize with your information and logo
- Ability to print estimate to any local printer
- Ability to save estimates for future reference
- Ability to e-mail off-site estimates to collision center





**Investment Analysis\***

**Rapid Repair Program (assumes application of all 5 program components)**

**Assumptions**

Current Sales (Monthly)	\$100,000
Current Efficiency	150%
Current Gross Profit Margin	39%
Current Overhead Expense to Sales	28%

Profit Drivers	Service Impact	Monthly Profit Change
Sales	5%	\$1,950.00
Efficiency**	2.0%	\$520.00
Direct Cost (as a % of sales)	N/A	\$0.00
Overhead Expense (as a % of sales)	N/A	\$0.00
<i>Total</i>		<i>\$2,470.00</i>

**Investment**

Service Cost	\$8,700.00	(Rapid Estimate tool = \$299)
Salary & Benefits (service execution)	\$450.00	
Travel	\$500.00	
Salary & Benefits (implementation)	\$0.00	
Other Implementation Costs	\$0.00	
<i>Total</i>	<i>\$9,650.00</i>	

**Your Potential Return on Investment**

Annual Operating Income Improvement	\$29,640.00
Investment	\$9,650.00
Return on Investment (\$)	\$19,990.00
Return on Investment (%)	207%
Investment Breakeven in Business Days	82



\* This analysis is not a financial guarantee. It assumes proper and complete implementation of concepts and recommendations offered.  
 \*\* Profit improvement from an increase in efficiency is expressed through an increase in sales.