

KPIs

Making Confident Business Decisions

How to use the numbers already sitting in your shop to see problems early, make faster calls, and grow with less guesswork.

Measure → *Diagnose* → *Decide* → *Act*



MINDSET

Confidence Comes From the Numbers

Gut instinct got the shop this far. KPIs are what get it further — with less risk.



See problems early

A slipping labor rate shows up in the numbers weeks before it shows up in the bank account.



Remove the guesswork

Every big call — hiring, pricing, marketing spend — gets easier with a number behind it.



Speak one language

KPIs give the whole team a shared scoreboard instead of a room full of opinions.



Scale what works

You can't repeat a great month if you don't know which numbers actually made it great.

What Happens Without KPIs

When nothing is being measured, these are the blind spots that quietly cost you.



Pricing drift

Labor rates creep down one discounted job at a time until the margin is gone.



Reactive hiring

You staff for last week's emergency instead of next quarter's trend.



Marketing on faith

Spend keeps flowing to channels with no proof they're bringing cars in.

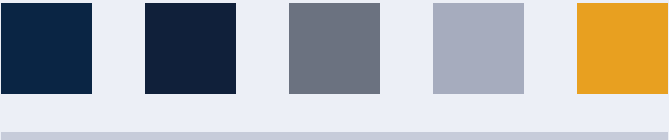


Slow course correction

Problems get caught months late — right when they're most expensive to fix.

Too Many KPIs

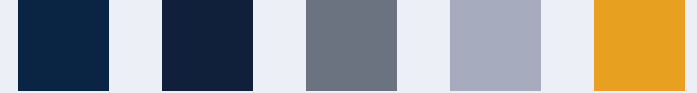
Which is exactly why most shop owners end up tracking none of them.



Sales Labor Sales Parts Sales Gross Profit \$ Gross Profit % Labor Gross Profit % Parts Gross Profit % Effective Labor Rate Discount Percentage Net Profit % Operating Expense % Payroll % of Sales Rent % of Sales Advertising % of Sales Breakeven Sales Cash Flow A/R Days Outstanding	Parts Inventory Turns Obsolete Parts % Parts Matrix Margin Parts Availability Parts Return Rate Sublet Sales Sublet Margin Shop Supplies Recovery Absorption Rate Gross Profit per Hour Gross Profit per RO Sales per Bay Sales per Employee Car Count Repair Orders Written Average Repair Order Labor Hours per Ticket	Billed Hours Labor Hours Available Technician Efficiency Tech Productivity Bay Utilization Shop Capacity Used Cycle Time Touch Time Comeback Rate Rework Hours Warranty Rate Diagnostic Hours Billed Diagnostic Sold % Jobs per Tech per Day Work-in-Progress Aging Estimate Close Ratio Estimates Written	Average Estimate Value Declined Services \$ Declined Job Recovery Maintenance Capture Inspection Completion Photos per Inspection Line Items per RO Upsell \$ per RO Approval Turnaround Advisor Sales per Day Advisor Gross Profit % Tire Attachment Rate Fluid Service Capture Customer Retention Repeat Customer % New Customer Count Acquisition Cost	Lifetime Value Visits per Customer Days Between Visits Google Review Count Average Star Rating Net Promoter Score CSI Score Complaint Rate Referral Rate Appointment Show Rate Marketing \$ per Car Leads by Source Phone Answer Rate Booking Conversion Website Conversion Technician Turnover Training Hours / Tech
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The Top KPI's

Dial these in and the others fall into place.



Sales
Car Count
Average Written Estimate (Tech Quote)
Close Ratio
Average Repair Order (ARO)
Effective Labor Rate
Gross Profit %
Labor Hours per Ticket
Gross Profit per Hour
Tech Productivity

Close Ratio & Conversion

Estimates only matter once they turn into completed, paid-for work.

1

Bat on the Shoulder

ARO \$250

Quote \$250 | Close 100%

Every estimate sells because nothing is being asked for. A perfect close ratio on a \$250 quote is just watching strikes go by.



50% of target ARO

2

Starting to Swing

ARO \$300

Quote \$1,000 | Close 30%

Full inspections raise the quote (industry average is \$1,200-\$1,400). Close ratio falls, but ARO still climbs.



60% of target ARO

3

Connecting with the Ball

ARO \$500

Quote \$1,000 | Close 50%

Same quote, better presentation. Practice lifts the close ratio and the average repair order doubles.

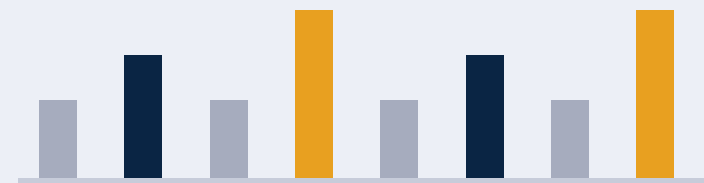


100% of target ARO

THE RHYTHM

Build a Cadence, Not a Once-a-Year Review

KPIs only work if someone actually looks at them — on a schedule.



Daily

5 numbers, 5 minutes



Weekly

Scorecard meeting



Monthly

P&L deep dive



Quarterly

Goals & coaching reset



5 Numbers, Every Morning

Car count, ARO, ELR, close ratio, and hours booked — texted or posted before the shop opens.



One Meeting, Every Week

15 minutes with advisors and leads: what moved, why, and what changes this week.

ACTION PLAN

Your 90-Day KPI Rollout

Three phases to go from no dashboard to a working KPI habit.

DAYS 1–30

Choose & Baseline

Pick your 5 core KPIs. Pull 90 days of history so you know today's real starting point.

DAYS 31–60

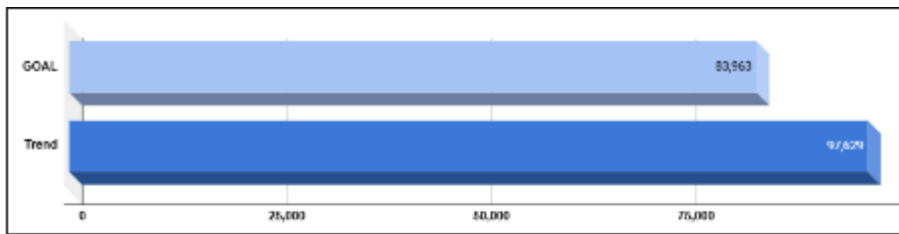
Install the Cadence

Launch the daily numbers and the weekly scorecard meeting. Assign an owner to every KPI.

DAYS 61–90

Coach & Adjust

Use the framework on real dips. Retire any KPI nobody is acting on and add ones that matter more.



First of the month, set the goals

Daily, enter sales, labor sales, billed hours, cost and car count

Daily Snap Shot - P & L											
Month: 8/1/26 8/31/26											
Day	Total Sales	Labor Sales	Billed Hours	Cost	GP \$ Total	GP %	Daily Cost	NET	Car Count	Avg. RO Net Profit	Effective Labor Rate
Sat	8/1/26										
Sun	8/2/26										
Mon	8/3/26	\$ 825	\$ 507	5.35	\$ 378	\$ 447	54.18%	\$ 2,471	\$ (2,024)	4	\$ (505.90) \$ 94.77
Tue	8/4/26	\$ 6,472	\$ 2,944	26.20	\$ 2,808	\$ 3,664	56.61%	\$ 2,471	\$ 1,193	10	\$ 119.34 \$ 112.37
Wed	8/5/26	\$ 5,003	\$ 2,709	22.57	\$ 1,785	\$ 3,218	64.32%	\$ 2,471	\$ 747	8	\$ 93.43 \$ 120.03
Thu	8/6/26	\$ 7,187	\$ 4,673	31.96	\$ 2,086	\$ 5,101	70.98%	\$ 2,471	\$ 2,630	7	\$ 375.77 \$ 146.21
Fri	8/7/26										
Sat	8/8/26										
Sun	8/9/26										
Mon	8/10/26	\$ 3,625	\$ 2,246	20.04	\$ 1,171	\$ 2,454	67.70%	\$ 2,471	\$ (17)	8	\$ (2.07) \$ 112.08
Tue	8/11/26	\$ 1,540	\$ 794	8.84	\$ 632	\$ 908	58.96%	\$ 2,471	\$ (1,563)	6	\$ (260.43) \$ 89.82
Wed	8/12/26	\$ 3,138	\$ 1,215	14.92	\$ 1,392	\$ 1,746	55.64%	\$ 2,471	\$ (725)	8	\$ (90.57) \$ 81.43
Thu	8/13/26	\$ 18,641	\$ 6,780	41.32	\$ 9,194	\$ 9,447	50.68%	\$ 2,471	\$ 6,976	9	\$ 775.13 \$ 164.09
Fri	8/14/26										
Sat	8/15/26										
Sun	8/16/26										
Mon	8/17/26	\$ 5,473	\$ 2,421	20.98	\$ 2,715	\$ 2,758	50.39%	\$ 2,471	\$ 287	7	\$ 41.06 \$ 115.40
Tue	8/18/26	\$ 3,835	\$ 2,403	21.12	\$ 1,124	\$ 2,711	70.69%	\$ 2,471	\$ 240	9	\$ 26.71 \$ 113.78
Wed	8/19/26	\$ 4,769	\$ 2,587	20.58	\$ 1,576	\$ 3,193	66.95%	\$ 2,471	\$ 722	7	\$ 103.20 \$ 125.70
Thu	8/20/26	\$ 8,407	\$ 5,164	38.73	\$ 2,528	\$ 5,879	69.93%	\$ 2,471	\$ 3,408	12	\$ 284.03 \$ 133.34
Fri	8/21/26										
Sat	8/22/26										
Sun	8/23/26										
Mon	8/24/26				\$ -		\$ 2,471				
Tue	8/25/26				\$ -		\$ 2,471				
Wed	8/26/26				\$ -		\$ 2,471				
Thu	8/27/26				\$ -		\$ 2,471				
Fri	8/28/26										
Sat	8/29/26										
Sun	8/30/26										
Mon	8/31/26				\$ -		\$ 2,471				
Monthly Totals		\$68,914.74	\$34,443.34	272.61	\$27,389.00	\$41,525.74	60.26%	\$42,000	\$11,878.68	95	\$125.04 \$126.35
Work Days in Mo		Days Worked		Overhead		Break-even		Tech's			
17		12		\$ 42,000		\$ (474)		3			
Sales		GP %	Gross Profit	E.L.R.	Car Count	A.R.D.	L.H.P.T	G.P.H	Billed Hrs	EST. NET	\$16,828.13
83,963		60.00%	\$50,378	\$130.00	183	\$600	2.5	\$155.00	510.00	% NET	17.24%
Trend		\$97,629	60.26%	\$58,828	\$126.35	135	\$725.42	2.9	\$152.33	386.20	
Over/Under		\$13,666	0.26%	\$8,450	-\$3.65	-40	\$125.42	0.4	-\$2.67	-123.80	
		Productivity		75.73%							

Gross Profit \$

Effective labor Rate

Car Count

Average Repair Order

Labor Hours Per Ticket

Gross Profit Per Hour

Month	Sales	G.P. %	Gross Profit	E.L.R.	Car Count	A.R.O.	L.H.P.T	G.P.H	Billed Hrs	Productivity
6/2025	\$71,683	60.00%	\$43,010	\$135.00	136	\$500.00	2.50	\$155.00	223.83	82.29%
7/2025	\$80,863	60.76%	\$49,131	\$117.96	160	\$505.39	2.14	\$143.66	342.00	90.00%
8/2025	\$61,585	63.41%	\$39,050	\$120.21	127	\$484.92	2.03	\$151.82	257.21	100.47%
9/2025	\$60,349	60.05%	\$36,237	\$113.24	120	\$502.91	2.17	\$139.30	260.13	95.64%
10/2025	\$58,955	51.32%	\$30,258	\$102.39	123	\$479.31	1.94	\$126.68	238.86	82.94%
11/2025	\$47,887	55.79%	\$26,717	\$101.77	117	\$409.29	1.95	\$116.94	228.46	95.19%
12/2025	\$62,203	54.08%	\$33,638	\$100.14	115	\$540.90	2.28	\$128.24	262.30	81.97%
1/2026	\$65,344	61.61%	\$40,260	\$118.59	102	\$640.63	2.71	\$145.79	276.15	81.22%
2/2026	\$74,523	63.64%	\$47,425	\$123.15	122	\$610.85	2.56	\$151.76	312.50	91.91%
3/2026	\$79,218	58.55%	\$46,379	\$120.53	128	\$618.89	2.38	\$152.46	304.21	84.50%
4/2026	\$74,357	60.20%	\$44,766	\$118.50	130	\$571.98	2.47	\$139.54	320.82	89.12%
5/2026	\$58,364	58.96%	\$34,412	\$107.55	102	\$572.20	2.72	\$123.93	277.68	92.56%
6/2026	\$81,550	58.78%	\$47,936	\$105.91	140	\$582.50	2.61	\$131.40	364.82	76.00%
7/2026	\$78,299	61.26%	\$47,966	\$115.12	140	\$559.28	2.52	\$136.05	352.56	65.29%
8/2026	\$97,629	60.26%	\$58,828	\$126.35	135	\$725.42	2.87	\$152.33	386.20	75.73%

August 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
						CLOSED
2	3	4	5	6	7	8
	-\$38,539.52	-\$35,079.04	-\$31,618.57	-\$28,158.09	CLOSED	CLOSED
9	10	11	12	13	14	15
	-\$24,697.61	-\$21,237.13	-\$17,776.65	-\$14,316.17	CLOSED	CLOSED
16	17	18	19	20	21	22
	-\$10,855.70	-\$7,395.22	-\$3,934.74	-\$474.26	CLOSED	CLOSED
23	24	25	26	27	28	29
	\$2,986.22	\$6,446.70	\$9,907.18	\$13,367.65	CLOSED	CLOSED
30	31					
	\$16,828.13					

Print Report

Shops

Viewing: Adams Garage

Exit locked view

Range

Month to Date

From

08/01/2026

To

08/21/2026

Date Basis

Posted

Sold

Update dashboard

Posted = traditional invoice-posted date (default — matches every report elsewhere in the app). Sold = date of sale, including work sold but not yet posted. Avg Quote and Close Ratio always reflect Posted-date imports regardless of this toggle.

Tekmetric data for this shop syncs automatically on weekday evenings. Use Refresh to pull the very latest before that.

Key Metrics

TOTAL SALES	TOTAL ROS	AVG QUOTE	CLOSE RATIO %	AVG TICKET	GROSS PROFIT %	AVG BILLED HRS/RO	EFF. LABOR RATE	SALES \$/HR	GROSS PROFIT \$/HR
\$86,503 ▲ 28.3% vs previous period	155 ▲ 18.3% vs previous period	\$1,291 ▲ 2.6% vs previous period	42.2% ▲ 3.6% vs previous period	\$558 ▲ 8.4% vs previous period	60.8% ▲ 1.0% vs previous period	2.32 ▲ 9.9% vs previous period	\$141.28 ▲ 3.5% vs previous period	\$240.83 ▼ 1.4% vs previous period	\$146.35 ▼ 0.4% vs previous period

Performance by Service Advisor

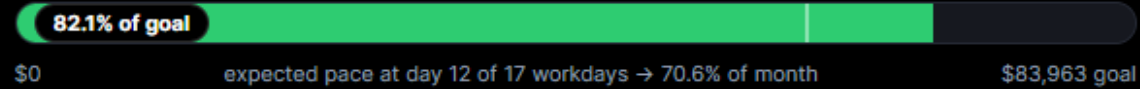
Minimize

ADVISOR	ROS	TOTAL SALES ▼	AVG TICKET	CLOSE RATIO %	GROSS PROFIT %	AVG BILLED HRS/RO	AVG QUOTE	GROSS PROFIT \$/HR
ASHLEY PINE	99	\$57,600	\$594	39.2%	61.0%	2.53	\$1,496	\$143.35
Trevor Werth	52	\$22,435	\$449	42.9%	58.9%	1.76	\$1,012	\$150.57
RYAN BASS	9	\$6,444	\$921	100.0%	64.9%	3.73	\$793	\$160.31
JUSTIN CHASTEEN	1	\$24	\$24	100.0%	10.7%	0.00	\$24	—

Pace to Goal

August 2026 · data through day 20
\$68,916 booked of \$83,963 goal

+\$9,648
ahead of straight-line pace



MTD SALES

\$68,916

Trend: \$97.6K · **+\$13.7K vs goal**

GROSS PROFIT %

60.3%

+0.3% vs 60.0% goal

GROSS PROFIT \$

\$41,527

Trend: \$58.8K · **+\$8.5K vs goal**

BILLED HOURS

272.6

Trend: 386.2 · **-123.8 vs goal**

PRODUCTIVITY

75.7%

Trend billed hrs vs goal

CAR COUNT

95

Trend: 135 · **-48 vs goal**

AVG RO

\$725

+\$125 vs \$600 goal

E.L.R.

\$126

-\$4 vs \$130 goal

NET PROFIT (MTD)

\$11,880

Gross profit – prorated overhead

EST. NET

\$16,830

Net %: 17.2% of est. sales

View

Weekly

Monthly

Update report

CAR COUNT



AWRO



CLOSE RATIO %



ARO



SALES



KPI Trends

Sign out

Shops

- My Shops
- My Clients' Shops**
- All Shops

All 21 shops

KPI

Total Sales

Group by

Monthly

Breakdown

Whole Shop

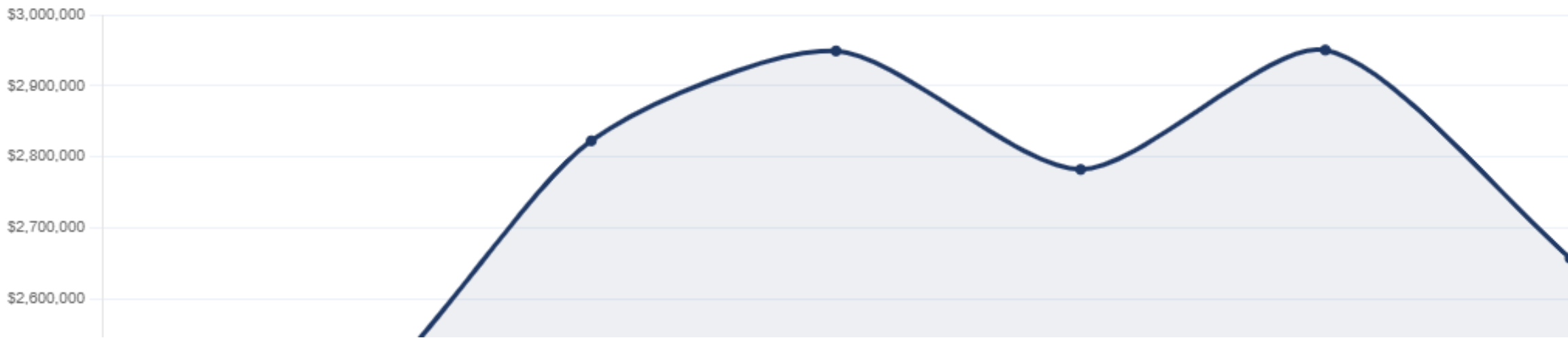
From

01/01/2026

To

07/31/2026

Update chart



Would it be ok if I speak from my heart for a moment?



NEXT STEP

Let's Build Your Scoreboard

Ten numbers, one cadence, and a shop that runs on facts instead of feel.

Andy Adams

Andy@repairshopoftomorrow.com

Repair Shop of Tomorrow

Download this PowerPoint
Ask Questions



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