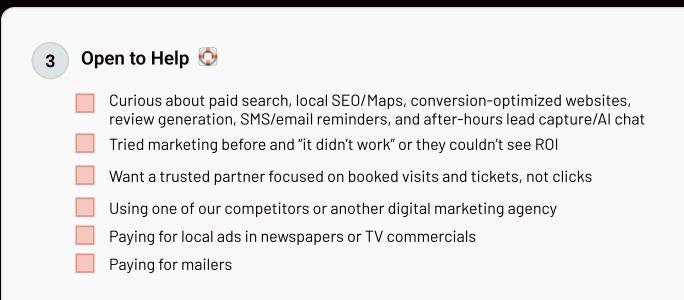


Who's a Great Candidate?

Look for owners or managers who check one or more of these boxes:

1	1 Growth-minded 🧠		
[Want to grow car count and increase average repair/order (ARO)	
[Adding bays/techs or opening a new location and need demand to match	
[Losing traffic to national chains or rideshare/DIY intervals; coupon-dependent and want healthier margins	

2 Ti	2 Time-starved or overwhelmed ①		
	Say they're too busy running bays, staffing, and inventory to "do marketing"		
	Admit they don't know what's working or where to invest		
	Struggle to keep up with website updates, Google Business Profile, SEO, ads, social, or review responses		



De-prioritize for now



- Lines out the door with no staffing/capacity plan
- Owners unwilling to improve online presence or track outcomes
- Franchise locations fully locked to corporate marketing with no local control