

The background of the entire page is a dark, textured surface with several interlocking metal gears of various sizes. The gears are rendered in shades of grey and white, with some showing highlights and shadows that give them a three-dimensional appearance. The largest gear is in the upper right quadrant, and others are scattered throughout the frame.

# TH<sub>3</sub>RD THURSDAYS



**HBK**<sup>®</sup>

Dealership  
Solutions

Service Writer 101



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Rex is a Principal of HBK CPAs & Consultants and directs the firm's Dealership Solutions. He has worked extensively in the dealership industry since 1984 as a department manager, a general manager and an owner, as well as providing tax, accounting and operational consulting services exclusively to dealers as an independent CPA. This experience includes working closely with hundreds of dealers from coast-to-coast since 1987 on creative tax planning and financial statements issues. He provides clients with a wide range of transaction work services and consults for them in specialty areas such as operations, government regulatory compliance, valuations and M&A feasibility studies. Rex is active in many professional associations. He is the current Chairman of the BDO Dealership Industry Group, contributes articles and commentary to dealership industry publications, is frequently called upon to speak to industry associations and conferences, provides expert testimony, and is regularly quoted by industry and the general media.



**Tim Parsons**  
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Tim Parsons has 25 years' experience in the automotive industry at the dealership and OEM level. His industry history includes success at turning around under-performing dealerships, increasing sales volume and F&I income while maintaining a high level of customer satisfaction. He is experienced at building, training and motivating staff to enhance productivity, as well as devising strategies to increase revenue and profitability.

Keynote Speaker...NADA 2004, 2005 and 2006

Keynote Speaker...RVDA 2004, 2005 and 2006

Keynote Speaker...Automotive Dealers F&I  
Conference...2003, 2004, 2005 and 2006

Profile highlighted in Powersports Business Magazine...May  
2014

# HBK Dealership Solutions Group

- **HBK CPAs has been serving dealers since the 1950s, and our Dealership Solutions members have been dedicated to the dealership industry for over 30 years. We have an experienced staff of more than 500 professionals and our relationships with clients go back many, many years.**
- **Our staff has worked with hundreds of dealers over the years. In addition to working with automobile, construction equipment, heavy truck, RV and agricultural equipment dealers, we also serve the unique needs of the dealer's related finance companies, producer owned reinsurance companies and the real estate entities. Our Dealership Solutions Group members have been intimately involved in developing tax saving strategies relative to the industry. As a matter of fact, we testified before the House Ways and Means Committee prior to the passage of the Trump Tax Act and were instrumental in getting beneficial changes made to the legislation.**
- **HBK CPAs is a firm of business advisors who take a direct, hands-on interest in our clients' financial well-being. Because of our comprehensive service mix, we serve the unique needs of dealers and their dealerships. Our work generally increases our clients' profitability, either through reduced taxes and expenses or through increased gross profits.**



# Service Advisor 101

# The Role of a Service Advisor

# Key Skills



## Leadership Skills

# Overcoming Challenges





# Meeting Customer Needs

# Upselling in the Service Lane



# The Service Menu

# Menus & Inspection Checklist



# Proper Pricing

# Effective Labor Rate (ELR)

Labor Rate = **\$100 an hour**

Monthly Labor Sales = **\$50,000**

3 technicians earned 200 hours each

- **3 x 200 = 600 labor hours**
- You should have made **\$60,000** in labor sales.

**\$100 labor rate** x **600 labor hours** = **\$60,000**

However...you only made **\$50,000**

Your ELR = **\$83**...not **\$100**.

- **\$50,000** ÷ **600 labor hours** = **\$83 ELR**

# Conclusion





Hill, Barth & King, LLC (“HBK”) is a multidisciplinary financial services firm, offering the collective intelligence of hundreds of professionals committed to delivering exceptional client service across a wide range of tax, accounting, audit, business advisory, valuation, financial planning, wealth management and support services.

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Let us answer YOUR dealer specific questions



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