



Express Care Operator Profile

Brian Beckett • Sullivan, MO

Express Care Since	2001
Year Opened	2001
Number of Stores	1
Oil Changes Per Day	39
Premium Oil %	56%
POS System	ISI



Background

Sullivan is a community of 7,000, 70 miles west of St. Louis on I44. It has grown over the last couple of years as families have decided to move out of the city and commute to St. Louis. Brian grew up in Sullivan helping a family friend farm 2,200 acres farm and learning to work on equipment. He was a two letter athlete in the local high school. He uses his connections to cultivate great relationships with the community, churches, Chamber of Commerce, schools, and sports teams. Other customers come from as far away as St James, St. Claire, Rolla (Speedy Lube), and Washington (VIOC, JL, and Wal-Mart)

Competition

The local Wal-Mart, a Jiffy Lube with Brakes, offers a \$24.99 Oil Change and is on same road less than a mile away. Most Wal-Mart customers have to drive by the Sullivan Express Care on their way to shop at Wal-Mart. There are no other quick lubes in Sullivan and Brian has such a great reputation, these customers still choose Brian for their automotive services. Even managers from Wal-Mart come to Express Care for preventive auto maintenance.

Premiums

Impressively, Brian's quarterly premium oils have grown from 12% to 58% in the last 2 years. For a typical quick lube every 5% increase in premium growth results in \$14,000 in additional annual gross profit and \$2,000 in Valvoline's Premium Incentive Payout. Brian now carries both Maxlife and Synpower in bulk and with 5 diesel changes per day, he is adding a bulk tank for Premium Blue.

Operations

Brian leads by example.

“ I work in the store from 6:30 am to 6:30 pm and never ask my employees to do something I won't do myself. So, my turnover is low. My assistant manager has been with me for nine and a half years, the lower bay tech 9 years, the second tech 4 years and the newest employee 1 year. ”

Brian also pays for 1/2 of the employee's health care insurance.

Bonus Programs

Brian says, “I always have my guys recommend premium oil and other ancillary products and services. Our “Cash Bonus Program” provides any topside tech whose weekly ticket averages over \$55 a \$25 cash bonus. If ticket is over \$65 the cash bonus increases to \$40. In addition, if the monthly average exceeds \$70 the tech earns a paid day off. Bottom line, this program costs approximately \$160 a month but returns an additional \$1,600 in gross profit.” Brian’s pit technician is responsible for recommending differential and transfer case services. He also thinks these bonus programs are a key factor in his improvement in premium oil.

Marketing

As part of his relationship based marketing Brian offers free oil changes to the pastors of his church and his parent’s church. He also pursues relationships with the local high school students and staff offering \$3-5 coupons discounts with school ID’s. Brian tried Cross Marketing with the Pizza Hut next door offering \$3 off a large pizza with an oil change. In the end he felt that it did not benefit either business.

Brian bundles premium oil, VPS and transmission services, using Express Care Reward Cards and an additional \$35 immediate off-invoice discount. He also has all the fleets for the city utilities and provides a 10% discount for business fleets when they pay their balances monthly.

Express Care Take Away

Good Clean, Professional Image that offers excellent customer service. In a small community customers choose his business over competitors for preventive maintenance.

