



# Express Care Operator Profile

## Earl and Lori Erdmann • Midland, TX

Express Care Since .....	<b>2006</b>
Year Opened .....	<b>1998</b>
Number of Stores .....	<b>6</b>
Oil Changes Per Day .....	<b>41</b>
Premium Oil % .....	<b>50%</b>
POS System .....	<b>ISI</b>



### Background

Earl and Lori Erdmann bought their first quick lube just over 15 years ago. The store was branded with a major oil company but within the first year was transitioned to a different brand after acquisition. When Earl acquired his Big Springs store he took a step of faith and opened the first Valvoline quick lube within 100 miles. He recognized immediate benefits in a national brand, competitive pricing and a large product line and transitioned all his stores to Valvoline. Once he heard about the additional training, support, and image available from Valvoline's Express Care program he upgraded his entire system. In the first year after the Express Care conversion he saw his business improve 10%.

### Premiums

Earl's premium oil initially represented 8% of his services and he was convinced he did not want that to change. He says, "Oil Changes have always been the life center of the business, but you have to be able to deliver service to keep the customer coming back. I was once a firm believer that focusing on premium oils would keep a customer from buying other services. I was stubborn, but Les kept showing me the data from Valvoline's company operated quick lubes and I finally decided the facts spoke for themselves. I believe it now and my business has never been stronger." In the last two years Earl's premium oil sales continue

to improve, increasing from 21% to 50%. For a typical quick lube every 5% increase in premium growth results in \$14,000 per store in additional annual gross profit and \$2,000 in Valvoline's Premium Incentive Payout.

*“My store imaging is outstanding and the support I receive is terrific! My business is up 20% since I became an Express Care Operator, and I know that Valvoline has played a big part in that change. I don't always like everything I hear, but I've learned to treat my relationship with Valvoline like a marriage. We're both in it for the same thing, and we always get things worked out.”*

### The Express Care Advisor

Erdmann has also seen the benefit of automotive service chemicals in his quick lubes. Earls says, "For a long time I stayed with a different chemical line. They were well known and the Valvoline Professional Services (VPS) line just wasn't as wide known in West Texas. I made the switch to VPS, but told Valvoline I needed help. My Express Care Advisor did a great job providing the support my guys needed to drive sales. He provided on-site training and integrated the Valvoline promotions and warranties that drove my sales and gross profit. They also supported VPS with tech incentive programs like Sticker Bucks that kept my people focused on selling the right way."

### Valvoline's Commitment

According to Erdmann his relationship with Valvoline is stronger than ever. He says, "I am actually able to talk to somebody when I have an issue or a question. Before Valvoline I rarely saw anybody, there was no training, no support, and nowhere to turn when there was a problem. Now my Valvoline Sales Representative is here every week to check on our needs and help our people. My Express Care Advisor is here every 90 days to train to my people and give me objective feedback and ideas on my business."

### **Express Care Take Away**

Valvoline knows and loves the quick lube business having owned and operated stores for over 20 years. They bring this experience to our Express Care Operators every day.

