



THE WATERHOUSE GROUP

Welcome to the Waterhouse Group / NAPA Collision Center Financial Profile. Your completion of the following survey will enable us to give you an analysis of your business in comparison to your Collision Care colleagues. Your individual information will be kept extremely confidential and NAPA will never see your data except in the final form as percentages of all participants combined. You will receive a comprehensive analysis comparing your results with those of your colleagues.

We have designed the form so that it can be completed on your computer and then e-mailed back to us. To read the document **use the scroll bar** to move through the pages (**do not use the page up/down keys**). Please read the directions carefully. When you are ready to begin filling in the form, click your cursor anywhere in the directions and you will automatically be taken to the first fill-in field. Then **use your tab key** to move from field to field (**do not use the enter key**). To put a "check" in a checkbox hit your space bar or the "x" key and then tab to the next field. Please be sure to fill in the form completely. You may wish to print this file out for your own records.

Thank you for your participation in this profile. Please e-mail the completed file to kbarnette@oinwaterhouse.com.

C R I T I C A L

READ THE FOLLOWING DIRECTIONS

Before you begin... Look over chart of accounts



Please fill out the form **completely**. It is critical to define your revenue and expense categories exactly according to the definitions and terms listed below. Do not send us a copy of your financial statement ex (QuickBooks, etc.). Leave blank any categories that do not apply. Lines 8, 16, and 43 will be automatically calculated for you. Once you enter your total expenses in Line 42, Line 41 will be automatically calculated for you. This will become your chart of accounts for the future. Pay special attention to Line 29 *Payroll: Owner*.

We prefer your most **recent 12 months information**

SALES

Do not include sales tax in any revenue category

1.	Metal/Frame Labor Sales	Includes Body, Frame & Mechanical (less discounts and sale tax)
2.	Paint Labor Sales	Paint labor sales for paint preparation, (less discounts and sale tax)
3.	Paint & Material Sales	Paint material is paint hrs x a dollar amount. (Ex 10hrs x \$21.00 = \$210.00 per hour allowed by insurance companies equals \$210.00)
4.	Parts Sales	Includes OEM, aftermarket, reconditioned and used (Less discounts) Shop supply (for mechanical repairs) charges should be considered part of sales because they come on your parts bill.
5.	Sublet Sales Sales	Includes glass, airbags, frame, trim, interior trim, pin striping, and towing if you don't own a tow truck (less discounts)
6.	Towing Sales	All Towing Sales (if you own a tow truck) & drivers' wages (less discounts).
7.	Used Vehicle Sales	All Vehicle Sales (less discounts & tax)
8.	TOTAL NET SALES	Sum total of above (1 through 7 automatically calculates)
9.	Metal/Frame Cost (tech wages)	Metal / Frame technician gross wages for body, frame & mechanical including incentives and bonuses paid. Does not include employer benefits or employer taxes.
10.	Paint Labor Cost	Cost of paint technician wages for paint preparation; does not include employer benefits or employer taxes.
11.	Paint & Materials Cost	Includes paint materials such as welding wire, grinding disks, sand paper, thinner, etc.
12.	Parts Cost	Cost includes OEM, aftermarket, reconditioned and used, and shop supplies (for mechanical repairs)
13.	Sublet Cost	Out sourcing services cost: i.e. airbags, glass, frame, trim, interior trim, pin striping, towing (if you don't own a tow truck).
14.	Towing Cost	Use this category only if you own tow truck(s). Include all tow truck costs; Loan payment (principle & interest) maintenance, fuel insurance, registration, tow truck driver wages, etc; All related expenses.
15.	Vehicle Costs	Use this category only if you are in the business of selling vehicles. All costs associated with selling the new or used vehicles, parts costs, labor cost, cost of wages for vehicle resale, (whatever time a tech spends on repairing or preparing vehicles) title cost, etc. All related costs.
16.	TOTAL COST OF SALES	Sum total of Lines (9 through 15 automatically calculates)

EXPENSES *(Do not include depreciation on any expenses but include interest as part of payments). If you borrowed money to buy something, enter the total payment (principle & interest) in the appropriate expense category.*

17. Accounting	Payments for accounting fees including tax preparation
18. Advertising	Payments for yellow pages, AutoCare fees, TV, radio, newspaper, dues, subscriptions, charity, trade organizations, fliers, business cards, electronic advertising such as email campaigns, Constant Contact, Demand Force, etc., electronic message boards in waiting rooms etc.
19. Computer	Hardware, software maintenance, support fees, purchase or lease payments, supplies, catalog support fees, All Data, Mitchell, etc.
20. Equipment	Purchases or lease payments for equipment; repairs and maintenance.
21. Insurance: General	Umbrella, fire, casualty, public liability and property. (not real estate)
22. Insurance: Health	All payments for health insurance (employer cost only)
23. Insurance: Workman's Comp	All payments for workman's compensation
24. Interest/Finance Charges	Interest on any debts not included in any other payment (equity loan)
25. Payroll: Benefits	All payments for pensions, profit sharing, 401k, retirement, flowers, gifts, Christmas parties, etc.
26. Payroll: Contract Labor	All payments for non-payroll contracted labor (not revenue related as in sublet).
27. Payroll: Manager	All wages, salaries, and bonuses (excluding benefits and employer taxes).
28. Payroll: Office	All wages, salaries, and bonuses for office personnel (excluding benefits, and employer taxes).
29. Payroll: Owner	Wages, salary, and bonus for owner (excluding benefits and employer taxes). Most owners working in their business multitask. Ex: If the owner does the job descriptions of lines 9, 27, 28 or 31 then split owners salary accordingly and apply to that position. If you are an absentee owner or do not work in any of these positions, then enter your salary in line 29 Payroll: Owner.
30. Payroll: Service	All payments for payroll processing services i.e. ADP, PayChex
31. Payroll: Service Manager	All wages, salaries, and bonuses for the service manager or managers (excluding benefits and employer taxes).
32. Payroll: Taxes	All taxes paid, i.e. FICA, FUTA, SUTA
33. Payroll: Uniforms	All payments for shop uniforms.
34. Professional Fees	Payments made for professional services, legal, consulting etc.
35. Rent/Mortgage	Payments for rent/lease or mortgage, (principle & interest) real estate taxes, building maintenance and repair, insurance, parking lot etc.

36. Supplies: Office	All payments for invoices, stationary, pens, paper etc.
37. Telephone	All payments for telephone equipment, calls and cellular services, pagers, etc.
38. Training	Tuition e.g., N.I.A.T. travel, books, manuals, online services etc.
39. Utilities	Payments for heat, electricity, water, and sewer
40. Vehicles	Payments for purchases, leases, gas, oil, repairs, registration, Insurance
41. All Other Expenses	Automatically calculates --Equals total expenses (#42) minus the sum of categories 17 through 40. All expenses from income statement not addressed above; i.e. cancelled checks, dues and subscriptions, credit card fees, etc.
42. Total Expenses	Total expenses from the income statement (includes everything)
43. Net Profit/(Loss)	Net profit or (loss) before taxes (automatically calculates).

In order to complete the form you will need to **use the tab key** to move from item to item. If you need to change the information you have entered in a field, you can backspace over your entry and re-type your information. If you need to go back to a previous field to correct the information, you can left click at the beginning of that field, use the delete key to erase your entry, and then type in the correct information. To put an "x" in a "check box" simply press the space bar or the "x" on the keyboard when the cursor is in the field you want to check.

Please e-mail Kathleen Barnette at
kbarnette@vinwaterhouse.com
with any questions you may have.



First Name _____
 Last Name _____ Email _____
 Shop Name _____
 Address _____
 Street/Mail Address City State Zip
 Telephone _____ Fax _____
 For 12 months (example: 07/2018 to 06/2019) NAPA DC

Basic Information

Are you a NAPA Collision Center? Yes No
 Are you a AAA Approved Collision Repair Facility? Yes No
 Number of years in service business _____ Number of bays or working spaces _____
 Dollar amount of consumables on hand (ie: Sandpaper, Tape, etc.) _____
 Number of billing hours per day (8am-5pm – 30 min lunch = 8.5 hours per day)

Employee Information

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Technicians	3.0												0.2
Number of Support staff													0.0
Total Number of Employees	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2

***Round to nearest tenth**

NOTE: Part time employees should be split to the nearest tenth person. Example:

- A) The owner spends 30% of his/her time as a technician and 70% of his/her time as support staff. The split would be as follows: .3 techs and .7 Damage Estimator.
- B) The bookkeeper is part time and works 20 hours each week. Office would show .5.
- C) Subtract vacation time: In June, one of three technicians took one vacation week. As a result, the net number of technicians in June is 2.8. A technician is defined as a person who physically "repairs damaged vehicles body or frame".

Other Information

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
# of Days Open Last Year for Repairs													0.00
Shop Labor Rate													0.00
# of Repair Orders Completed													0.00

IMPORTANT: We recognize there are prevailing rates in given geographical area. Please enter the Labor Rate that best reflects yours.

Do you utilize a Labor Estimating Guide? (Check all that apply) A.D.P. C.C.C. Mitchell
 Are your body techs ASE Certified? (Check all that apply) B2 Painting & Refinishing
 B3 Non Structural Analysis & Damage Repair B4 Structural Analysis & Damage Repair
 B5 Mechanical & Electrical Components B6 Damage Estimating
 Are your mechanical techs ASE Certified in the following categories?
 A1 Engine Repair A2 Automatic Transmission/Transaxle A3 Manual Drive Train & Axles
 A4 Suspension & Steering A5 Brakes A6 Electrical/Electrical Specialist
 A7 Heating & Air Conditioning A8 Engine Performance

Remember: NAPA will never see your individual information.

Shop Name:

Email address

	Financial Information	Amount	Comments
	Sales		
1.	Metal/Frame Labor Sales		
2.	Paint Labor Sales		
3.	Paint & Materials Sales		
4.	Parts Sales		
5.	Sublet Sales		
6.	Towing Sales		
7.	Used Vehicle Sales		
8.	TOTAL SALES	\$0.00	
	Cost of Sales		
9.	Metal/Frame cost (tech wages)		
10.	Paint Labor Cost		
11.	Paint & Materials Cost		
12.	Parts Cost		
13.	Sublet Cost		
14.	Towing Cost		
15.	Used Vehicle Cost		
16.	TOTAL COST OF SALES	\$0.00	
	Expenses		
17.	Accounting		
18.	Advertising		
19.	Computer		
20.	Equipment		
21.	Insurance: General		
22.	Insurance: Health & Benefits		
23.	Insurance: Workman's Comp		
24.	Interest / Finance Charges		
25.	Payroll: Benefits		
26.	Payroll: Contract Labor		
27.	Payroll: Manager		
28.	Payroll: Office		
29.	Payroll: Owner		
30.	Payroll: Service		
31.	Payroll: Damage Appraiser		
32.	Payroll: Taxes		
33.	Payroll: Uniforms		
34.	Payroll: Professional Fees		
35.	Rent/Mortgage		
36.	Supplies: Office		
37.	Telephone		
38.	Training		
39.	Utilities		
40.	Vehicles		
41.	All Other Expenses	\$0.00	
42.	TOTAL EXPENSES		
43.	NET PROFIT	\$ 0.00	

REMINDER:**1. Line 5 Sublet Sales should always be HIGHER than Line 13 Sublet Costs.**

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- 2. Be sure line 42 (Total Expenses) is completed.**
Remember Line 41 (All Other Expenses) will automatically calculate after you fill in Line 42.
Double check you have NOT included anything from Cost of Sales (Labor costs (tech wages), parts cost, sublet costs) in line 42 (Total Expenses).

 - 3. Be sure if you are a tire shop and deducted tire sales, you also deducted the number of tire invoices.**