



# THE WATERHOUSE GROUP

Welcome to the Waterhouse Group / NAPA AutoCare Financial Profile. Your completion of the following survey will enable us to give you an analysis of your business in comparison to your AutoCare 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. 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 [vinwaterhouse@gmail.com](mailto:vinwaterhouse@gmail.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 4, 8, and 37, will be automatically calculated for you. Once you enter your total expenses in Line 38, Line 39 will be automatically calculated for you. This will become your chart of accounts for the future. Pay special attention to Line 21 *Payroll: Owner*.

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

### **SALES**

**Do not include sales tax in any revenue category**

1. Labor Sales	Just Labor Sales (less discounts and sales tax)
2. Parts Sales	All Parts Sales less discounts (excluding fuel and tires) include tire sales if less than 15% of total sales. Shop supply charges should be considered part sales because they come on your parts bill.
3. Sublet Sales	All Other Sales: a- machine shop, b- towing (if you don't own tow trucks), c- hazardous waste, d- all other (exclude tax)
<b>4. TOTAL NET SALES</b>	<b>Sum total of above (1 through 3 automatically calculates)</b>
5. Labor Cost (tech wages)	Technician gross wages including incentives and bonuses paid. Does not include employer benefits or employer taxes.
6. Parts Cost	Cost of parts – if computerized, take from cost of sales report; if not use total years parts purchased (include tire cost if you do not stock them) Include shop supplies
7. Sublet Cost (OUTSIDE SERVICES)	a) cost of machine shop, b) towing (if you don't own tow trucks), c) hazardous waste, d) all other
<b>8. TOTAL COST OF SALES</b>	<b>Sum total of Lines (5 through 7 automatically calculates)</b>

**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.**

13. Accounting	Payments for accounting fees including tax preparation
14. Advertising	AutoCare fees, print and social media, email campaigns, Constant Contact etc. TV, radio, newspaper, dues, subscriptions, charity, trade organizations, trade shows, fliers, business cards, electronic message boards etc.
15. Computer	Hardware, software maintenance, support fees, purchase or lease payments, supplies, catalog support fees, All Data, Mitchell, etc.
16. Equipment & Tools	Purchases or lease payments for equipment; repairs and maintenance and tools.
17. Insurance: General	Umbrella, fire, casualty, public liability and property. (not real estate)
18. Insurance: Health	All payments for health insurance (employer cost only)
19. Insurance: Workman's Comp	All payments for workman's compensation

20. Interest/Finance Charges	Interest on any debts not included in any other payment (example: equity loan)
21. Payroll: Benefits	All payments for pensions, profit sharing, 401k, retirement, flowers, gifts, Christmas parties, etc.
22. Payroll: Contract Labor	All payments for non-payroll contracted labor (not revenue related as in sublet).
23. Payroll: Manager	All wages, salaries, and bonuses (excluding benefits and employer taxes).
24. Payroll: Office	All wages, salaries, and bonuses for office personnel (excluding benefits, and employer taxes).
25. 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 5, 20, 23 or 27, then split owner's 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 25 <i>Payroll: Owner</i> .
26. Payroll: Service	All payments for payroll processing services i.e. ADP, PayChex
27. Payroll: Service Manager	All wages, salaries, and bonuses for the service manager or managers (excluding benefits and employer taxes).
28. Payroll: Taxes	All taxes paid, i.e. FICA, FUTA, SUTA
29. Payroll: Uniforms	All payments for shop uniforms.
30. Professional Fees	Payments made for professional services, legal, consulting etc.
31. Rent/Mortgage	Payments for rent/lease or mortgage, (principle & interest) real estate taxes, building maintenance and repair, insurance, parking lot etc.
32. Supplies: Office	All payments for invoices, stationary, pens, paper etc.
33. Telephone	All payments for telephone equipment, calls and cellular services, pagers, etc.
34. Training	Tuition e.g., N.I.A.T. travel, books, manuals, online services etc.
35. Utilities	Payments for heat, electricity, water, and sewer
36. Vehicles	Payments for purchases, leases, gas, oil, repairs, registration, Insurance
37. All Other Expenses	Automatically calculates --Equals total expenses (#38) minus the sum of categories 13 through 36. All expenses from income statement not addressed above; i.e. cancelled checks, dues and subscriptions, credit card fees, etc.
38. Total Expenses	Total expenses from the income statement (includes everything)
39. 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 [vinwaterhouse@gmail.com](mailto:vinwaterhouse@gmail.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 AutoCare Center?  Yes  No Are you a AAA Approved Repair Facility?  Yes  No

Do you have NAPA TRACS computer system  Yes  No

Number of years in service business \_\_\_\_\_ Number of bays or working spaces \_\_\_\_\_

Dollar amount of parts inventory on hand \_\_\_\_\_ (excluding oil, fuel, tires & batteries)

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													0.0
Number of Support staff													0.0
Total Number of Employees	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**\*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 support staff.
- 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 that some shops may have multiple labor rates. Please enter your standard labor rate as when doing basic repairs like changing water pumps, brakes, alternators, shocks, etc. Do not enter a diagnostic, heavy duty or other labor rate for this exercise as we are measuring normal mechanical repairs. If you do have multiple labor rates and 50% of your work is "Diagnostic" then you may want to use an average labor rate.

Do you utilize a Labor Estimating Guide? (Check one)  Mitchell  All Data  Both

Are your technicians ASE Certified? (Check all that apply)

- 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 .....

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

**REMINDER:**

**1. Line 3 Sublet Sales should always be HIGHER than Line 7 Sublet Costs.**

**2. Be sure line 38 (Total Expenses) is completed.**

**Remember Line 37 (All Other Expenses) will automatically calculate after you fill in Line 38.**

**Double check you have NOT included anything from Cost of Sales (Labor costs (tech wages), parts cost, sublet costs) in line 38 (Total Expenses).**

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