

EstimateScrubber.com

Sales Mix Reporting for MSO's

MSO Combined Shop Report

Individual MSO Shop Report

Estimators Report for MSO's

Vehicle Make Report for MSO's

Estimate Detail Report



June 1, 2016

EstimateScrubber.com

30,20,10 Sales Mix Reporting

The 30, 20, 10 rule was jointly developed and implemented by Steve Trapp from Axalta with Mike Anderson from Collision Advice. The rule looks at your estimates and creates your percentages for the following four categories. The percentages are calculated by dividing the dollar amounts of the respective categories by the total dollars before tax.

These percentages have been found to create the most overall shop profitability on estimates.

1. **Labor** 30% (acceptable range is 28.5 to 31.5%)
2. **Refinish Labor** 20% (acceptable range is 18 to 22%)
3. **Parts** 38% range (acceptable range is 36.1 to 40.9%)
4. **Refinish Material** 10% (acceptable range is 9.5 to 10.5 %)

For an estimate to be acceptable ranges.



the percentages should be within these above

EstimateScrubber currently shows these Percentages on each individual estimate scrub started 4/23/16 records and reports them for each subscribing shop. The accumulated report (using an selectable date) will show the shop average, vehicle average by make and each estimators average percentages (must personalize work stations.) These percentages can be used as a guide to judge the profitability of the estimates allowing shops to adjust and/or identify trends in estimating.

An example would be if the parts % was high and Labor % low you may want to check to see if anything could be repaired instead of replaced.

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Combined MSO Shop Sales Mix Report

- The **Combined MSO Report** offers an unique view of the MSO's performance covering all the MSO shops estimating activity for an electable period of time

The black bar shows the MSO Combined Sales \$\$ the Average MSO Estimate \$\$ (\$ / by the Est Count) and the Combined MSO 30,20 10 percentages'

30, 20, 10 Sales Mix

Start: End: [Create Report](#) [Detail Estimate Information](#) [Printer Friendly Sales Mix Report](#)

Shop Sales Mix						
Total Shop Sales in dollars: \$60,471.27 / Average Job sheet in dollars: \$4,651.64 / {Body, Frame & Mechanical Labor: 29.99% / Refinish Labor: 16.43% / Parts: 40.47% / Refinish Materials: 7.98% as an average against sales dollars}						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
ALL	13	1 (7.69%)	3 (23.08%)	2 (15.38%)	1 (7.69%)	1 (7.69%)
\$0-\$2000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
\$2001-\$4000	7	1 (14.29%)	1 (14.29%)	1 (14.29%)	1 (14.29%)	1 (14.29%)
\$4001-\$6000	1	0 (0.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)
\$6001+	4	0 (0.00%)	1 (25.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)

Estimate Range shows:
 Estimate Count = estimates scrubbed broken into 5 categories by total dollar amount
 All In Range = number/percentage of estimates in which all 4 categories were met
 Labor/Parts In Range = number/percentage of estimates in which the specified range was met

Below the black bar the MSO is broken down into all scrubbed estimates and four categories by amount of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix. This is displayed in the following manner: count/percentage The count is the number of estimates that hit the target 30,20 10% . The % shown is the percentage of estimates written that hit the 30,20,10 targets.

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Shops Sales Mix Report for MSO's

- The MSO Shops Sales Mix Report for MSO's offers an unique view of each shops MSO's performance covering each shops estimating activity for an electable period of time

The black bar shows Total Shop Sales \$\$ the Average Estimate \$\$(\$ / by the Est Count) and the 30,20 10 %'s

30, 20, 10 Sales Mix

Start: 6/10/2016 End: 6/11/2016

Create Report

Detail Estimate Information

Printer Friendly Sales Mix Report

MSO Sales Mix

Shops Sales Mix

Shop: Beau / Total Shop Written in dollars: \$2,165.14 / Average Sale in dollars : \$2,165.14 / {Body, Frame & Mechanical Labor: 34.64% / Refinish Labor: 24.71% / Parts: 31.75% / Refinish Materials: 12.85% as an average against sales dollars}

Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$2001-\$4000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)

Shop: Test Freemium / Total Shop Written in dollars: \$2,588.84 / Average Sale in dollars : \$2,588.84 / {Body, Frame & Mechanical Labor: 38.03% / Refinish Labor: 23.00% / Parts: 18.25% / Refinish Materials: 14.47% as an average against sales dollars}

Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$2001-\$4000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)

Shop: Bob Test SHOP / Total Shop Written in dollars: \$2,740.68 / Average Sale in dollars : \$2,740.68 / {Body, Frame & Mechanical Labor: 39.22% / Refinish Labor: 26.27% / Parts: 14.60% / Refinish Materials: 12.61% as an average against sales dollars}

Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$2001-\$4000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)

Shop: Test Shop / Total Shop Written in dollars: \$3,930.00 / Average Sale in dollars : \$3,930.00 / {Body, Frame & Mechanical Labor: 30.79% / Refinish Labor: 20.36% / Parts: 38.68% / Refinish Materials: 10.18% as an average against sales dollars}

Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$2001-\$4000	1	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)

Below the black bar the estimate is broken down into each shop in the MSO showing scrubbed estimates by size broken into four categories using the dollar amounts of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix. This is displayed in the following manner: count/percentage The count is the number of estimates that hit the target 30,20 10% . The % shown is the percentage of estimates written that hit the 30,20,10 targets.

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Estimator Sales Mix Report for MSO's

- The **Estimator Sales Mix for MSO's** Report offers an unique view of each Estimators performance covering estimating activity for an electable period of time

The black bar shows each Estimators Total Sales \$\$, the Average Estimate \$\$ written and the 30,20 10 %'s

30, 20, 10 Sales Mix						
Start: 6/1/2016		End: 6/9/2016		Create Report	Detail Estimate Information	Printer Friendly Sales Mix Report
Shop Sales Mix						
Estimator Sales Mix						
Estimator: Bob / Total Shop Written in dollars: \$35,007.77 / Average Sale in dollars : \$5,834.63 / (Body, Frame & Mechanical Labor: 27.92% / Refinish Labor: 13.56% / Parts: 49.78% / Refinish Materials: 7.20% as an average against sales dollars)						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$2001-\$4000	3	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
\$6001+	3	0 (0.00%)	1 (33.33%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Estimator: BOB S / Total Shop Written in dollars: \$25,463.50 / Average Sale in dollars : \$3,637.64 / (Body, Frame & Mechanical Labor: 32.84% / Refinish Labor: 20.38% / Parts: 27.67% / Refinish Materials: 9.04% as an average against sales dollars)						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$0-\$2000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
\$2001-\$4000	4	1 (25.00%)	1 (25.00%)	1 (25.00%)	1 (25.00%)	1 (25.00%)
\$4001-\$6000	1	0 (0.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)
\$6001+	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)

Estimate Range shows:
 Estimate Count = estimates scrubbed broken into 5 categories by total dollar amount
 All In Range = number/percentage of estimates in which all 4 categories were met
 Labor/Parts In Range = number/percentage of estimates in which the specified range was met

Below the black bar the each estimator is listed showing estimates they scrubbed broken into four categories using dollar amounts of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix for each estimator. This is displayed in the following manner: count/percentage The count is the number of estimates that hit the target 30,20 10% . The % shown is the percentage of estimates written that hit the 30,20,10 targets.

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Make Sales Mix Report for MSO's

- The [Make Sales Mix Report for MSO's](#) offers an unique view of different vehicles repair profitability.

The black bar shows each Vehicle Make along with the average 30,20 10 percentages

30, 20, 10 Sales Mix						
Start: <input type="text" value="6/1/2016"/>		End: <input type="text" value="6/9/2016"/>		Create Report	Detail Estimate Information	Printer Friendly Sales Mix Report
Shop Sales Mix						
Estimator Sales Mix						
Make Sales Mix						
Make: JEEP / (Body, Frame, & Mechanical Labor: 23.84% Refinish Labor: 10.95% / Parts: 56.42% Refinish Materials: 8.28% as an average against sales dollars)						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$6001+	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Make: DODG / (Body, Frame, & Mechanical Labor: 31.74% Refinish Labor: 13.77% / Parts: 46.12% Refinish Materials: 4.38% as an average against sales dollars)						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$6001+	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Make: FORD / (Body, Frame, & Mechanical Labor: 35.06% Refinish Labor: 19.42% / Parts: 33.60% Refinish Materials: 9.88% as an average against sales dollars)						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$0-\$2000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
\$2001-\$4000	3	1 (33.33%)	1 (33.33%)	1 (33.33%)	1 (33.33%)	1 (33.33%)
\$6001+	1	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
Make: HOND / (Body, Frame, & Mechanical Labor: 31.48% Refinish Labor: 21.11% / Parts: 33.21% Refinish Materials: 12.71% as an average against sales dollars)						
Estimate Range	Estimate Count	All in Range (Count/Percentage)	Body, Frame & Mechanical Labor in Range (Count/Percentage)	Refinish Labor in Range (Count/Percentage)	Parts in Range (Count/Percentage)	Refinish Materials in Range (Count/Percentage)
\$2001-\$4000	1	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)
\$4001-\$6000	1	0 (0.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)

Below the black bar the each vehicle is listed showing the number of estimates scrubbed broken into four categories using the dollar amount of the gross total (before tax). The report then offers the percentages for the 30,20,10 sales mix for each vehicle. This is displayed in the following manner: count/percentage The count is the number of estimates that hit the target 30,20 10% . The % shown is the percentage of estimates written that hit the 30,20,10 targets.

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Estimate Detail Sales Mix Report for MSO's

- The Estimate Detail Report for MSO's offers a view of the estimates scrubbed over a selectable time period

The black bar shows the scrub date, Shop/Estimator, Vehicle (last 4 of the VIN for ID purposes), gross estimate dollars (before Tax) and the 30,20 10 percentages.

Date Estimator and Vehicle are sortable by clicking on the Heading

Note: Unwanted estimate detail may be deleted by checking the estimate and clicking the "Delete Checked Item" button at the top of the Estimate Detail screen. This will delete it from all Sales Mix Reports

30, 20, 10 Sales Mix

Click the Detail estimate information for report

Start: 6/1/2016 End: 6/9/2016 [Create Report](#) [Detail Estimate Information](#) [Printer Friendly Sales Mix Report](#)

Estimate Detail

Note: Unwanted estimate detail may be deleted by checking the estimate and clicking the "Delete Checked Item" button at the top of the Estimate Detail screen. This will delete it from all Sales Mix Reports

Date = Scrubbed
Estimator

Vehicle = make of vehicle. The digits in parentheses are the last 4 of the VIN for id purposes.

NOTE: The report will only show one estimate per VIN. In the case of supplements a supplement will overlay a scrub from a preexisting VIN.

Total = total dollar amount of the estimate

Labor/Parts = The percentage of dollars each category represents

Delete Checked Items

Date	Shop / Estimator	Vehicle	Total	Body, Frame, & Mechanical Labor	Refinish Labor	Parts	Refinish Materials
<input type="checkbox"/> 6/10/2016	Beau /BOB S	2015 HOND (7382)	\$2,165.14	34.64%	24.71%	31.75%	12.85%
<input type="checkbox"/> 6/10/2016	Bob Test SHOP /Zoeeee	2009 FORD (9886)	\$2,740.68	39.22%	26.27%	14.60%	12.61%
<input type="checkbox"/> 6/10/2016	Bob Test SHOP2 /Station 1	2014 FORD (3292)	\$1,518.50	55.48%	27.05%	3.23%	14.05%
<input type="checkbox"/> 6/10/2016	Test Freemium /Station 1	2009 Ford (4456)	\$2,588.84	38.03%	23.00%	18.25%	14.47%
<input type="checkbox"/> 6/10/2016	Test Shop /Hurri	2011 Ford (5673)	\$3,930.00	30.79%	20.36%	38.68%	10.18%
<input type="checkbox"/> 6/10/2016	Zacks Shop Subscriber /premier	2014 Hyundai (9816)	\$16,416.75	15.92%	4.18%	57.78%	0.00%

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If you have any questions

1. Use the EstimateScrubber Contact Us link
2. Use the Report Scrubbing Issue on the Results Page
3. Email Sales@estimatescrubber.com
4. Text or call Beau Brandon @ 619 518 4798
5. Call Bob Sandkaut @ 858 206 2020



Remember all this for only \$25.00 a month or \$300.00 a year, no contract or commitment.

EstimateScrubber offers a Free 30 day "No Strings Trial". No credit card info necessary.