

What's *New* at AGR?



Week of: May 13th 2024 – Week #20

- 1) **Weekly Sales & Key Item Report(s)** → Shared by Patrick – see memos. All other reports will be available upon request. Congratulations to the 14 stores that participated in the Key Items contest! Each store has been awarded NASCAR Speedway Tickets courtesy of Castrol, celebrating your engagement and success. 🏁 🏆
- 2) 🍌 **Our MUG Consumer Rebate Campaign [2 Weeks Left]** → Shared by Patrick– see memos. Consumer rebates ranging from \$100 to \$50 on select brands. Rebates are Mail-in /Online. Up to \$100 rebate offers on Michelin, BFGoodrich, and Uniroyal tires! 🚗 🗨️



- 3) 🌟 **Enhanced Support with WWBUS Program for Competitive Deals** ↓ → Shared by Patrick – see memo. Amid increased competition and deep discounts from CTC and Costco, we've strengthened our WWBUS (We Will Not Be Undersold) program to ensure you remain competitive without sacrificing profitability. Now, when you match a competitor's price resulting in less than a 10% gross profit on tire sales, we'll boost it to 20%. We've also introduced a starburst icon on all MUG SKUs on our website to clearly signify our price matching commitment. Please conclude all deals with these enhancements in mind, and submit price match claims within 24 hours to fully benefit from this program. Your dedication is crucial as we strive to outpace the competition.

- 4) **Enhance Your HR Capabilities with the New HR NOW HUB Available Through CFIB** ✨ → Shared by Patrick – see memo. We're excited to announce that the new HR NOW HUB is now available exclusively for CFIB members! As highlighted in our recent dealer meeting, this resource is designed to bridge the gap for 70% of business owners without a dedicated HR department. With HR Now!, you gain access to expert advisors and a wealth of tools and resources to support your decision-making. ✂️ For detailed information, please review the attached documents in the memo. Should you need immediate assistance or have any inquiries, don't hesitate to contact an advisor at 1-833-568-2342 or HRNow@cfib.ca. Remember, as CFIB members, you are encouraged to fully utilize this support to enhance your HR capabilities. Let's make the most of this opportunity! 📞

- 5) **DriveON Phase 2 Rollout ***PLEASE REVIEW ASAP***** → Shared by Greg – see memos. 🚗 DriveOn Program Update: Registration opens on May 9th! Don't miss out on this opportunity to enroll in the new DriveOn program. By registering, you'll receive a FREE Inspection Tablet (\$1400 value). Act fast and secure your spot to ensure a smooth transition. Contact the Ministry for any questions. Also, Masters insurance have been notified of the required wording changes and have issued new certificates to each location via your AGR MGR email account. So please watch for it as you will need this updated certificate to register. 📍 Helpful Links: www.driveonportal.com, www.ontario.ca/page/motor-vehicle-inspection-stations

- 6) ✨ **Introducing Our AGR Spring/Summer Apparel Line** 🌻 → Shared by Patrick – see memo. We're thrilled to unveil our AGR Spring/Summer Clothing Apparel Line 📁. Check out the attached collection overview and order form in the memo. Place your orders via email 📧 sales@fasteddieracewear.com or phone 📞 905-642-1010 / 1-800-830-2460. Your items will be shipped directly to your location by Fast Eddie's 🚚. Note: This order is separate from co-op T-shirt orders which is now completed, and slated for head office shipment. Thanks for your cooperation, and happy ordering!

- 7) **Opportunity to Recruit Co-op Students from Centennial College for Fall 2024** 🎓 → Shared by Patrick – see memo. Active Green+Ross is proud to partner with Centennial College for their Fall 2024 co-op recruitment. Students are available for 4, 8, or 12-month work terms starting September 3rd. Centennial College invite our franchisee network to post job openings across various programs and take advantage of potential incentives like the Cooperative Education Tax Credit. Recruitment begins May 23rd with interviews starting May 30th. For more details or to register your positions, please review the attached information in the memo or contact them directly. Don't miss this chance to invest in future talent!

- 8) **Tesla 1 Day Training Program** → Shared by Greg – see memo. 🚗 Attention EV Technicians! If you've previously completed the 3-day EV course with Mark, you're now eligible to join the exclusive 1-day Tesla training **on May 30, 2024**, at 18 Alliance Blvd., Barrie. Limited to 6 participants, this course builds on our previous training and is essential for servicing the most popular EVs today. For more info and to secure your spot, click the link: <https://form.jotform.com/240593618931159>. Don't miss out on enhancing your skills with Tesla tech!

- 9) **Understanding Environmental and Shop Charges**   → Shared by Patrick – see memo. A reminder: our "Environmental and Shop Charges" on invoices cover costs related to maintaining compliance with environmental standards, including managing hazardous materials and shop consumables . These charges are compliant with the Consumer Protection Act, so detailed explanations aren't required upfront, but familiarity is crucial for any customer queries.  For details on overriding these fees or explaining them better, check out the instructional video  and PDF  provided in the memo. Any questions? Reach out to Patrick or your area coach.
- 10)  **Price Updates for DT Tire SKUs** **[*Updated on May 13th]** → Shared by Patrick – see memo. We've encountered recent price updates for DT tire SKUs, and while we await the updated price file, please utilize the DT TIRE HUB standalone for current pricing verification. Stay vigilant, and once we receive the file, Protractor will be promptly updated. Thank you for your attention to this matter.
- 11)  **April 2024 KPI Report - Now Available!** → Shared by Patrick – see memo. See the memo for our April 2024 KPI report.  To view it, click the linked image in the memo: As we enter May, focus on customer retention and ELR stats.  Your area coach is here for support, and for more details, reach out to them or Patrick.
- 12)  **April 2024 Google Report - Now Available!** → Shared by Patrick – see memo. See the memo for our April 2024 Google report.  To view it, click the linked image in the memo: As we enter May, focus on canvassing for reviews and responding to them accordingly.  Your area coach is here for support, and for more details, reach out to them or Patrick.
- 13)    **Important Update: New On Hold Message_ May 2024**    → Shared by Patrick – see memo. [Here](#)  and in the memo is the latest AGR On-Hold Marketing Message, now updated to include references to digital inspections. For those with the on-hold marketing box with a USB, please follow the instructions provided to upload the new message. Locations with remote loads will have the message has automatically uploaded, while Adrian will assist those using the Grand stream phone system. Prompt attention to this update is appreciated. For assistance, contact your coach, myself, or ON HOLD MARKETING at 1-888-466-4653. Thank you for your cooperation.
- 14) **AS1 Question Regarding Auto-Refresh of the Dashboard** → Shared by Greg – see memo. Some comments surfaced during the recent Dealer meeting regarding the AS1 dashboard's lack of automatic refresh after a technician completes an inspection. Upon inquiry with AS1, it's confirmed as a known bug under rectification in their next update. Until then, manual refresh is necessary. Your feedback on AS1 is valued; please share any suggestions with Greg for presentation to AS1. For operational issues, promptly email help@autoserve1.com for assistance. Thank you for your cooperation.

- 15) **New Transmax ATF/CVT Packaging Sizes & Important Updates** 📄 🛢️ → Shared by Patrick – see memo. Attached in the memo is the product bulletin for the new packaging sizes available for the Transmax ATF/CVT universal. The launch timing below states late-September for both sizes, however, it is highly likely that the drums will be available as early as July. Castrol Wakefield is expanding the Transmax Universal ATF/CVT product portfolio by adding a Drum and a Bottle SKU. Please review the attached bulletin in the memo and let us know if you have any questions or need further assistance.
- 16) **Enhancing Efficiency with Mitchell Pro-Demand and CARFAX: Important Updates and Guidance** → Shared by Patrick – see memo. In light of recent challenges, let's maximize the benefits of Mitchell Pro-Demand and CARFAX for our newer staff members. If you need help with Mitchell credentials or aren't fully utilizing these tools, reach out! Pro-Demand offers valuable OEM maintenance references, while CARFAX provides comprehensive vehicle history reports accessible through your Protractor database. Take 10 mins to review past invoices and explore opportunities to enhance customer value. Your area coach will follow up for further discussion. Need assistance? Let us know! 🔧 🚗
- 17) **Important Update: Castrol Roadside Assistance Vouchers Expiry Notification! [USE NOW]** 🚗 → Shared by Patrick – see memo. The Castrol Roadside Assistance vouchers are set to expire by year-end, and the program will not continue. Please distribute any remaining vouchers to customers ASAP to ensure they benefit. If you have excess vouchers, consider a targeted outreach to loyal customers. We're here to support your efforts! For assistance or queries, feel free to contact Patrick. Let's make the most of this service while it lasts!