



April 2022 Bulletin

Please Pass Me Along to Other Stations to Share!

SSDGNY LOST AN ICON

With great sadness we announce the death of one of our most treasured board members, Mike Innella. Mike has served on the board of directors for over 40 years. He was an integral part of our team and as always had the best interest of the industry at all times. He was a vibrant man that always gave his all. He will be truly missed. Our thoughts and prayers go out to the Innella family.

ASSOCIATION CONTEST

CONGRATULATIONS TO THE MARCH 2022 CONTEST WINNER 102 ST. LEXINGTON AVE INC, NY. Please read through this bulletin for your chance to win!!! Call the office with the correct answer to the trivia question and you will be entered in the monthly drawing for a chance to receive a free month's dues; a value of \$45.00.

CUSTOMERS OK WITH LARGER ROS

Average repair orders are getting larger. This is despite fewer customers frequenting auto repair shops. As gas prices skyrocket and new and used car costs have dramatically increased, consumers are choosing to keep their current vehicles—the average car on the road is more than 12 years old, cites Kelley Blue Book—and accept larger repair tickets in order to maintain them.

In February, XTime, a service-management software used by dealerships, reported average repair orders at \$501.
As reported in Ratchet and Wrench.

REFERRALS

If you know of a station that needs our services and is interested in becoming a member, refer them to us and upon signing you will receive a \$50.00 Amazon gift card. If you know of someone interested, please contact our Sales Representative Bill Griese at 914-227-0144.

ATTORNEY'S CORNER

It's Not That Simple

We here at the Association get many calls from members and non-members about NYS DMV procedures. Many think it's simple and they just need the form number. Not so my friends.

Let's take the example where you buy the property and put your business on it. You dutifully have your attorney handle the property purchase in your name and form the business. Your attorney, who doesn't do NYS DMV work, submits what you both think is the proper paperwork, and the application is denied!

Why? Didn't you prove that you have the right to the property? Property was bought by you in the name of, "John Jones". The business is called "John Jones Auto Repair Inc". Not good, these are 2 different entities. Application denied!

How do we solve this? Your attorney must do a lease, minimum 6 months, from "John Jones" to "John Jones Auto Repair Inc" and provide a copy of the deed. AND, if the property is deeded to "John Jones and Mary Jones" - denied! Guess what needs to be done all over again – the lease! There is another problem. Your mail address may be "1 Main Street" but the property tax folks have you as "1 North Main Street". Application rejected!

If you have bought the business and a NYVIP License goes with it, there must be the NYS DMV "Buy-Sell" Form and a separate Asset Purchase Agreement. Of course, you must make sure that there are no open DMV charges against the Seller since the application will be denied. Oh, and if the selling business has 2 shareholders and only one signed off on the Buy-Sell and/or Asset Purchase Agreement - you guessed it - denied!

It really isn't that simple. Contact us here at the Association.

Vincent P. Nesci, Esq., General Counsel, SSDGNY

WELCOME NEW MEMBERS

Fullerton Auto Body
Yonkers, NY

Joe's One Stop Shop
Pawling, NY

Shrub Oak Auto Inc.
Baldwin Place, NY

Miller's Service
Ossining, NY

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NYVIP2 MESSAGE No. 276

TO: ALL MOTORCYCLE INSPECTION STATIONS

FROM: NYS DEPARTMENT OF MOTOR VEHICLES

SUBJECT: CURRENT INSPECTION REQUIREMENTS REGARDING MOTORCYCLE EXHAUST SYSTEMS AND MUFFLERS

PLEASE BRING THIS MESSAGE TO THE ATTENTION OF THE STATION OWNER, MANAGER AND ALL CERTIFIED MOTORCYCLE INSPECTORS.

This message is to remind you of the current inspection requirements regarding motorcycle exhaust systems and mufflers. These requirements may be found in section 79.28(c) of the *Motor Vehicle Inspection Regulations*. The handbook may be accessed on the internet at <https://dmv.ny.gov/forms/cr79.pdf>.

All motorcycles that are equipped with an internal combustion engine must have a check of the exhaust system and muffler as part of a motorcycle safety inspection. The motorcycle shall be rejected if any of the following conditions exist:

- System or elements are not securely fastened.
- Not equipped with an adequate exhaust system and muffler to prevent excessive noise.
- Equipped with cut outs, bypass, or any device which allows excessive noise.
- Equipped with a replacement exhaust system or components that are not equivalent to original.
- Diffusers or resonators or any internal muffler parts are removed.

Effective 4/1/2022, an amendment to New York State Vehicle and Traffic Law provides that inspection stations and certified inspectors may be subject to potential penalties upon a third or subsequent willful violation, all within a period of eighteen months, of any rule or regulation of the commissioner requiring an inspection station to inspect the muffler or exhaust system of a motorcycle.

If you have any questions, please contact Technical Services at (518) 474-5282, select option #4.

**FROM OUR VERY OWN BOARD MEMBER
JOE MARCONI:**

MARCONI: SOMETIMES, THE CUSTOMER NEEDS A REALITY CHECK

Each time Dave brought his car in for any type of service or repair, he questioned the price. We engaged in a back-and-forth question and answer debate where he would try to lead the conversation to his point of view. Dave brought coupons from other repair shops, flyers from the newspaper, and ads he received in the mail from dealerships—all in an attempt to prove his position about the price I was charging. I handled each objection with as much professionalism as possible. And trust me, it wasn't easy at times. In the end, thankfully, he would concede and authorize the repair or service.

To be fair and balanced, Dave was a loyal customer for years. We were his first call, and for the most part, he welcomed and appreciated the advice and recommendations we made regarding his and his family's vehicles.

One day, Dave pushed the wrong button. He called me for a price on a set of tires for his Volvo. He gave me the tire size and the brand he wanted. I told him to give me a few minutes to create an estimate and I would call him back to discuss. Ten minutes later, I called Dave with the price for the four tires, mounted and balanced, which also included the wheel alignment. Dave hesitated, and after a short pause he said, "So, tell me Joe, why should I spend \$60 more with you for the same set of tires I can get at the Goodyear store in town?"

After a few silent choice words spoken to myself, and with a calm but aggravated tone, I replied, "Let me tell why you should spend \$60 more. First, remember when you were going on vacation and forgot to get the oil changed and I brought you in right away so you can go away with peace of mind? And remember when your daughter was coming home from college on that rainy Friday night and the check engine light came on? You called me in a panic because she was a few hours from home and alone. I told you not to worry, I would call your daughter, get as much information as possible and handle it. Then, I waited by the phone until your daughter was back in town and safe. Remember that, Dave?" There was silence on the phone, and I started to regret the way I answered him. Then, to my surprise, Dave said, "Joe, I'm sorry. I'll pay the \$60 more and, trust me, I will no longer question you on price." On that day, Dave needed a good dose of reality.

Please don't think that every customer can and should be handled this way. There are customers who focus on price so much that

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no amount of reasoning or discussion can ever change them. These are probably not your customers. They weren't mine. And while I am not suggesting you throw in someone's face all the things you have done for them, there are times when a customer needs to be reminded of the value you bring to them and their family.

Handling customers can be a challenge. No matter how we view our price, they sometimes have a different perspective on what they should pay. We also don't always know the real issues behind why some customers question price. And some of those customers keep coming back to you year after year.

The key takeaway here is to try to understand the particular needs of each customer. Make sure you and your service advisors engage in conversation with each customer at each visit. Learn how to handle a price objection, and don't fold when a customer says, "That's a lot of money." It just may be a lot of money.

Think about this. How many times have you gone out to dinner and after getting the check at the end of the meal, said, "Wow, that's a lot of money!" It doesn't mean you didn't enjoy the meal or the service. It also doesn't mean you won't go back to that restaurant. It simply means it's a lot of money.

Next time find yourself engaged in a price debate with a customer, remember that there may be things you don't know about the customer's financial situation. Remain calm, build value, and reinforce the benefits of why that customer should continue to do business with you. If that doesn't work, well, then a good dose of reality might be the only way to handle it.

As reported in Ratchet and Wrench



PAID SEARCH & SOCIAL 101

Using paid media to supplement your earned and owned media efforts can be a great way to reach more customers and support a stronger brand. Learn the ins and outs of paid search and paid social best practices, as well as how you can apply these practices to your business.

Search platforms like Google and social media platforms such as Facebook offer paid placements to target to potential customers. Advertising on search and social are great tactics to build new audiences or provide added boosts for specific products, services, and promotions.

But what is the best way to use them? How do you build an advertising campaign to get the most bang for your buck?

Make a Campaign Goal

This may seem like a simple step to begin, but before diving into any digital advertising, write down your wants and needs to keep your campaign focused and your costs lower (unclear goals equals wasted ad budget).

Start with why you are looking to increase online traffic. Here are some examples:

- You need to increase website traffic for a specific service in your shop
- You want to promote a coupon online for a specific brand of tires
- You would like to expand your targeting for tires in the next town

These goals are all similar in that

- a. they focus on a product/service, and
- b. they have a specific objective for reaching customers online (ex. increase website traffic).

Your advertising goal can even change over time. What is important is that you reference it later to evaluate the campaign's benefits and costs. Did you stick to your goal?

Focus on Facebook Ads and Google AdWords

There are a lot of options out there, but two platforms stand out above the rest for digital advertising. Facebook Ads and Google AdWords both have great features, flexible options, and effectively reach audience members with different strategies.

Google AdWords

These text-based ads are a crucial way to supplement your online presence within Google search. The vast majority of online experiences start with a search on Google, and by using AdWords, you can have your text advertisement rank in the top three to four spots in Google search results, above the organic (or earned) listings.

To get to those top spots, advertisers bid on search phrases that customers look for in an auction system and the advertiser with the highest bid wins placement. Better yet, you only pay when users click on your ad, making this form of advertising easily measurable and accountable.

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Pros:

- Google Search represents more than 70% of the search engine market, so it is the best place to start in order to reach the most people.
- Great for connecting with people who are shopping for or researching your products and services.
- Google will place your ad in the search results of qualified users looking for your products and services.

Cons:

- Google can get expensive with the more products and services you add to your campaign. It works on a daily budget system, and if your budget runs out for the day, your ads will stop showing.

Facebook

With more than 2 billion monthly users, Facebook leads the pack as one of the top places people spend time online. To capture the attention of your customers on Facebook, it's critical to have a Facebook Business Page that's active and updated.

Ads within the Facebook ad network will display in a targeted user's sidebars and newsfeeds, as well as on mobile devices or even within their Instagram feeds (Facebook owns Instagram and the two networks can be linked for maximized ad targeting). These ads can link to either your website or your business Facebook page, or you can use other objectives to drive visitors into your physical store. There are multiple options in paying for these ads, either by cost-per-click or by impressions, giving you the flexibility you need in designing your ad campaign.

Pros:

- Facebook offers many targeting tools and a user-friendly interface, making it easy to reach qualified customers.
- Great for building brand recall and recognition, as you're communicating in a social setting with customer prospects.
- You can choose from a variety of campaign options like increasing engagement for pages or posts or furthering your reach for new audience members.

Cons:

- There are a lot of options, so picking the right ones for your digital marketing goal can feel overwhelming.

Don't be afraid to try one, the other, or both to see what works best for your business.

Targeting the Right Customers

Paid search and social media offer targeting options that reach the potential customers you are looking for. Both Facebook and AdWords offer geographic targeting as an option. This only shows your ads to groups of people in specific areas you choose, which ensures you're only paying for people in your region.

Paid search on AdWords is all about bidding on search queries, or the words and phrases that people search for on Google. Each advertiser selects the keywords they want to bid on in order to get their ads to show - and you only show on the words you choose to bid on. You then enter an auction, and the advertiser who is willing to pay more for the click wins. From there, your ad displays to only targeted people who search for relevant phrases to your business on Google. You only pay your bid when a user clicks on your ad - there's no additional cost for your ad to show, which means free impressions for your brand.

Paid social ads on Facebook have many options for an advertiser to reach the right customers. Using their diverse array of targeting criteria, you can pick and choose the customers you wish to reach based on demographic information, interests, or behavior. For example, on Facebook, you can target people of certain age, gender, if they have friends who have "Liked" your business or not, or if they've moved recently. Having options like these allows for more precise targeting of your messages to qualified customers in your region - a huge advantage of social advertising over traditional mass media.

Keep It Similar to Your In-Store Brand

Finally, a must-do for any advertiser is to keep your digital and physical store brands similar. Write your company slogan into your ad copy or include a picture of your storefront as appropriate. Be sure to give prospective customers - both on search engines and on social - the right information about your business to make a purchasing decision.

Remember, all customers using digital tools like search engines or social media networks are researching to find the right businesses to trust in their communities. The more information and reassurance you can give those customers, the more likely you are to earn their business.

Keeping branding consistent will make your business more recognizable to customers when they see your brand online and in your community.

Paid Media Review

- Build a plan for your online advertising and make sure each step matches with your desired result.

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- Focus your paid search efforts in Google AdWords and your paid social media on Facebook Ads since these platforms have the most options and largest networks.
- Make use of the different forms of targeting both search and social media have to offer.
- A paid marketing strategy should not compete with your existing on or offline brand, so be consistent with your wording and images.
- In the end of your campaign -- whether it is three months or a year after starting -- evaluate the steps you took. Did they match your goal, and was the paid effort profitable?

In today's age, customers have both an offline and online presence. They use search engines instead of phone books and recommend businesses through their social media pages. Capture potential customers by making sure you're present where they're spending their time online. Facebook and Google lead the way as two of the most popular online destinations.

Take a look at your current marketing efforts and add paid search and/or social media to that strategy as a way to take your business to the next level.

This article was created by the team at Net Driven. Learn more about Net Driven digital marketing solutions by visiting www.netdriven.com

CLASSIFIEDS

For Sale: West. Cty NYS Insp. Mach. & Lic. including window tint meter. asking \$20,000 obo. Auto repair shop of over 30 years closing. All equipment & tools for sale call Ed at 914-659-0453.

For Sale: Auto body shop business and property with house for sale in Town of Clarkstown. New XL spray booth and many new pieces of equipment to name. Serious inquiries only. Text interest to 845-548-7064 and someone will get back to you."

For Sale: Various 1/2 " & 3/4" Drive Socket Sets, extensions, 1 Lincoln Grease Gun Cartridge (**BATTERY POWER**), Miscellaneous Shop Tools and Supplies, 1 Ammco Combo Brake Lathe, Rotors and Drum and all adaptors, 1 Ammco Little Giant Brake Drum Lathe, 1 MGO Pump for Drum, 1 Elect Parts Washer, Portable Engine Crane, Engine Stand, 1 Hopyy Laser Headlight Aimer, Various Jack Stands Different Tonnage, 4 Floor Jacks Various Tonnage, 1 Snap-On EVAP Smoke Machine

(**BRAND NEW**), 2012 Honda Rancher ES ATV with plow & Craftsman Ride On Lawn Mower. **Contact: Tony Zeppieri at 914-494-8338 for pricing.**

For Sale: Three bay auto repair shop with parking lot and state inspection license. Located at 467 Central Park Avenue, Yonkers, NY 10704. Please call 914-375-6150 and ask for Siaka.

For Sale: Powersports Dealership for sale, Motorcycles, ATVS, UTVS, Snowmobiles, Generators/power washers. Parts / Service dept. 8500 sq. ft. building on 8 acres. Rent or buy. Kawasaki and Arctic Cat, Kymco, Generac generators. We are located on the Newburgh/Marlboro NY, RT 9w. High traffic road. Check our website bigboyztoysny.com Call Tony 845-781-3082 cell.

For Sale: You can be your own boss! Est. shop that specializes in trailer repair, snowplow and salter sales, parts and repair. We also offer vehicle up-fitting. We sell and install numerous truck bodies. The shop is geared towards landscapers and contractor's needs. Service center has an excellent reputation that repairs all makes and models of box trucks, utility trailers landscape and boat trailers. Welding and fabricating repairs/parts as needed. We have the ability to make hydraulic hoses that we make on site. The showroom that is fully stocked with inventory. The shop can fit 4 vehicles inside. Shop equip. includes: 2 post lifts, torches, welder, tire changer, balancer, band saw, drill press, work benches & more. There is also a private office. We are an authorized BOSS snowplow, Ramp Rack, Buyers and Woolwax dealer. Motivated to sell IMMEDIATELY due to relocating out of the area. Great opportunity to get in now during the snow season. Please call 845-590-5800 for more information.



TIVIA QUESTION

What search platforms can help you increase business? Call the office with an answer for a chance to win a free month's dues.

I hope you enjoyed reading this month's bulletin. If you have any questions, feel free to call the association. We are here to help you and your industry.

Regards,

Carla Obalde

Operations Manager