



# The Auto Shop Investment Guide

*How to De-Risk Your Entry into the \$211B Auto Repair Market*



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# ALL TUNE™

## Total Car Care

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**ALL TUNE**<sup>™</sup>  
Total Car Care

# The 3 "Silent Killers" of New Auto Shops and the Framework to Avoid Them



The auto repair industry is recession-resistant, essential, and growing. But for new owners, the "failure rate" isn't usually caused by a lack of customers. It is caused by structural mistakes made in the first 12 months.

Before you invest capital, you need to understand the three specific risks that sink new owners and the operational framework required to neutralize them.

# Risk Factor #1: The "Lone Wolf" Penalty

The most dangerous phase of ownership happens before you ever open the doors. Finding the right building and structuring the deal are both incredibly difficult for independent owners.



## Falling in Love Too Soon

Jumping on the first site that feels right can get you in trouble. Brokers can help, but remember that they're paid to close deals, not ensure your long-term success. A site must prove itself with solid data and fair lease terms before it earns your commitment.



## The Lease Liability

The Wrong Fit: It's easy to get lured in by cheap rent, but the lowest cost doesn't mean it's the right fit for an auto shop. A low-cost building with poor traffic counts, limited visibility and difficult access may cost you far more in lost revenue than you'll ever save on the lease.



## A Decade of Dead Weight

Unlike a bad hire, you cannot fire a bad lease. You lock yourself into a cost structure that strangles your profitability for ten years. You are forced to run a perfect operation just to overcome a rent number that was doomed from day one.

## Risk Factor #2: The "Cash Burn" Gap

Every new business faces a "Valley of Death," which is the time gap between investing capital (construction, hiring, equipment) and generating consistent revenue that actually exceeds your monthly costs.



### The Learning Curve

If you are building operations from scratch (navigating a confusing maze of vendor options, hiring technicians, and setting up your marketing), you are burning cash every single day you aren't fully operational.



### The Stability Delayer

Independent shops often struggle to predict when they will "stabilize" because they are testing marketing channels by trial and error. During this time, you are vulnerable. One bad month can wipe out your reserves.



### Running Out of Runway

Your operating capital evaporates. Too many trial and error mistakes during this fragile period force you to cut back on marketing when you can least afford it, or worse, close your doors altogether.

## Risk Factor #3: The "Margin Squeeze"

Revenue is vanity. Margin is sanity. New owners often focus entirely on "Car Count" to generate early cash flow. While necessary at the start, failing to pivot to margin management is a fatal long-term mistake.



### The Diagnosis Gap

You have cars in the bays, but the bank account isn't growing. Without a background in finance, operations or strategy, it is nearly impossible to pinpoint exactly where the leak is. It could be labor inefficiency, pricing structure, or inventory mismanagement.



### The Purchasing Disadvantage

As a single shop, you have zero leverage and limited time to shop around. You pay market rate for parts while large chains pay significantly less. This puts you at an immediate margin disadvantage compared to your competitors.



### The "Busy but Broke" Trap

You build a shop that looks successful from the street, but is starving in the bank account. You end up working harder every single year just to break even, eventually realizing you own a job, not a business.

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# The Solution:

## The All Tune Framework

We built the All Tune franchise model specifically to solve these three "Silent Killers." We don't just sell you a brand. We provide the support and infrastructure to de-risk your investment.

1. Early Mistakes Are Hard to Recover From
2. We Get You to Stability Faster
3. We Help Protect & Expand Your Margins



### We Help You Avoid Costly Early Mistakes

You never negotiate alone. We use national real estate data to identify prime territories and vet your lease terms. We ensure the math works before you sign. Our interests are aligned with yours. We are successful only if you are successful here.



### We Get You to Stability Faster

We skip the "Trial and Error" phase. You launch with a turnkey marketing engine, a vetted supply chain, and a proven hiring playbook. By shortening the ramp-up time, you move from "Cash Burn" to "Positive Cash Flow" faster than if you go it alone.



### We Help Protect & Expand Your Margins

The real value of a franchise is the team in your corner. You gain a dedicated department for operations, marketing, HR, and strategy. We help you diagnose and fix the hidden operational issues that eat into profits. We don't just give you a dashboard. We help you solve the problems it reveals.

# The Solution: The All Tune Framework

# ALL TUNE™

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### Ready to talk numbers?

All Tune does not offer financing, but can connect you with resources to explore available options. Lenders typically require:

- Liquid capital: \$75k – \$150k (≈30% of initial investment)
- Credit score: Mid-600s or higher
- Financial history: No recent bankruptcies and a record of responsible credit use

If you have the drive and meet the financial requirements, let's discuss the opportunities in your market.

Call **512-368-7800** or email **[franchising@alltune.com](mailto:franchising@alltune.com)**.

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