



Homelite & Toro Announce Partnership Committing Commerce

[Ed. Note: The following is excerpted from TSDA Update! 5/19/03 and we certainly appreciate their kind words toward us. Thank you Vic, and all the rest of the TSDA folks!]

Well, it seems the OPE world continues to get smaller. Now comes word that a new Toro trimmer will be available in Home Depot, thanks to Homelite. The word comes in a letter sent to dealers from Ernie Swords, Service Operations Director for Homelite Consumer Products.

The gas powered trimmers will be completely manufactured by Homelite but will carry the Toro label, which already has a strong Depot following. The trimmers will retail between \$139 to \$199 and will carry a two year limited warranty.

The good news is that sales and service support for the trimmers will be through Homelite and Green Machine dealers. Homelite will provide all of the service information and customers will be referred to Homelite dealers for service. Parts will

be available through your current Homelite distributor. Thank goodness Homelite sees the importance of the distributor in making sure the program succeeds.

Homelite also announced in the letter that sister company Ryobi Power Tools is looking to sign up dealers as Ryobi Power Tool service centers. Ryobi will be served by distributors Dixie Sales Co., Billiou's, and Barret Marketing Group. Dealers couldn't ask for a better network of distributors.

In addition to making their parts more available for dealers, Homelite does hope to offer wholegoods to dealers. While only Home Depot will carry new product, Homelite is working with World Wide Liquidators to offer reconditioned product to dealers.

[Ed. Note: In addition to Ryobi Power Tools, we also offer the complete line of parts and accessories for RIDGID wood-working tools. Power tools are a great opportunity that many dealers are profiting from.]

A good friend who's been successful in this industry for many years stopped by my office yesterday, and we started talking about how technicians can make or break your service business.

With some lazy exceptions, most folks work pretty hard. But *hard work* isn't necessarily *efficient work* — and that's the part that will make or break your service profitability.

Every shop owner or manager should be calculating technician efficiency — the ratio of hours worked vs. hours billed. This shows how billable your technicians are, ranks technician performance, and helps determine the right number of technicians.

The formula is simple. Find the efficiency rating by dividing the technicians total billable hours by the total number of hours worked.

Hector put in 40 hours last week and you were able to bill 28 hours to customers.

$$\frac{28 \text{ hrs billed}}{40 \text{ hrs worked}} = 70\% \text{ efficiency rating}$$

Randy put in 25 hours last week and you were able to bill 14 hours to customers.

$$\frac{14 \text{ hrs billed}}{25 \text{ hrs worked}} = 56\% \text{ efficiency rating}$$

Most experts agree that 50% average over the course of the year is the starting point for profitability. The higher the rating, the higher the profitability, and vice-versa. Ratings below 50% are generally cause for alarm.

Of course, this means nothing if your shop labor rate isn't calculated correctly.

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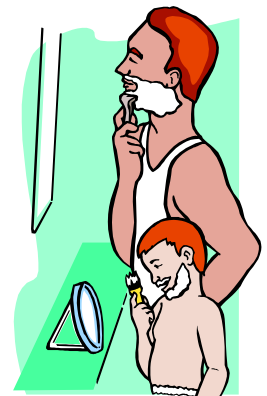
Inside this issue:

Homelite is manufacturing a line of trimmers sold through Home Depot that will bear the Toro brand name. Guess who has parts?

Slips in business create a fantastic opportunity for improvement if we act upon them appropriately.

MTD Southwest/Ryobi has a great new dealer tool for just \$10. Check the ad for details.

We pay tribute to Fatherhood, the most important role in any man's life in this month's Humor Is, as Humor Does.



RICK GROVES, EDITOR
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Homelite Parts Available to Ship

Billiou's has been recently appointed as the **Factory Authorized Homelite Parts Distributor** for non-warranty dealer sales for all states west of the Mississippi River.

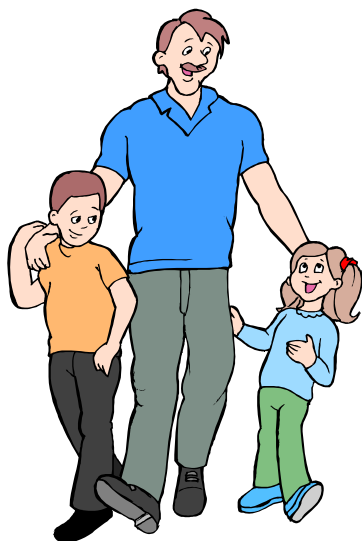


Authorized Homelite dealers should still consider existing distribution as their primary parts source, since those distributors are still in place and offer full dealer discount. But if you are a trade account or simply need a part quickly, we are happy to serve your needs with a courtesy trade discount of 19%.

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Humor Is, As Humor Does

Personally, I think one of the greatest things about marriage is that as both husband and father, I can say anything I want to around the house. Of course, no one pays the least bit of attention. ☺

One evening a little girl and her parents were sitting around the table eating supper. The little girl said, "Daddy, you're the boss, aren't you?" Her Daddy smiled, pleased, and said yes. The little girl continued "That's because Mommy put you in charge, right?" ☺

A company held a contest for kids with the theme: "The Nicest Thing My Father Ever Did For Me." One kid answered, "He married my mother." ☺

In the frozen foods department of our local grocery store, I noticed a man shopping with his son. As I walked by he checked something off his list and I heard him whisper conspiratorially to the child, "You know, if we really mess this up, we'll never have to do it again." ☺

Dear Dad,

School i\$ really great. I am making lot\$ of friend\$ and \$tudying very hard. With all my \$tuff, I \$imply can't think of anything I need, \$o if you would like, you can ju\$t \$end me a card, a\$ I would love to hear from you.

Love,
Your \$on

Dear Son,

I kNOW that astroNOMy, ecoNOMics, and oceaNOgraphy are eNOugh to keep even an hoNOr student busy. Do NOt forget that the pursuit of kNOWLEDge is a NOble task, and you can never study eNOugh.

Dad ☺

"It would seem that something which means poverty, disorder, and violence every single day should be avoided entirely, but the desire to beget children is a natural urge."

—Phyllis Diller