

JUNE 2026

MOBILE

magazine

PRIZE INSIDE!

10

WAYS TO BOOST
MOBILE SERVICE
GROSS...TODAY!

THE "GROSS" ISSUE

PLUS...



with **ROGER
CONANT**



Founder of Mobile Service Alliance
and
The POWERFUL NEW Voice of Mobile

**NEXT >
LEVEL®**

Dedicated EXCLUSIVELY to the
Advancement of Mobile Service
and Pick-Up & Delivery



LETTER FROM THE EDITOR

Remembering Frederiek Toney

There are certain people in our industry whose influence becomes so foundational that their fingerprints remain visible long after they step away from the day-to-day work. Frederiek Toney was one of those people. Many know Frederiek as an accomplished automotive executive and transformational leader. But for those of us in the Mobile Service world, he was something more - a Founding Father.



I first met Frederiek a couple of years after his retirement from Ford Motor Company at Woody Anderson Ford in his hometown of Huntsville, Alabama. Frederiek remained close with Dealer Cathy Anderson and continued to maintain a genuine curiosity about the business and people shaping the future.

What started as a conversation quickly evolved into something I'll always treasure. Frederiek was intrigued to hear how Mobile Service had evolved since his retirement and wanted to understand what was happening in the field. I wanted the opposite - I wanted to capture the original vision from someone who helped create it and understand where reality aligned...and where it had diverged.

Over multiple conversations, we shared philosophies, observations, and context. I had the privilege of demonstrating the Mobile Service ROI calculator I co-developed and discussing how Dealers were measuring and scaling success.

What struck me most wasn't his resume - it was his humility. Frederiek was generous with his time, kind in his feedback, and gracious enough to allow me to interview him for Mobile Magazine.

He later accepted a position on the NEXT>LEVEL Executive Advisory Board, a gesture I will always view as both an honor and a responsibility.

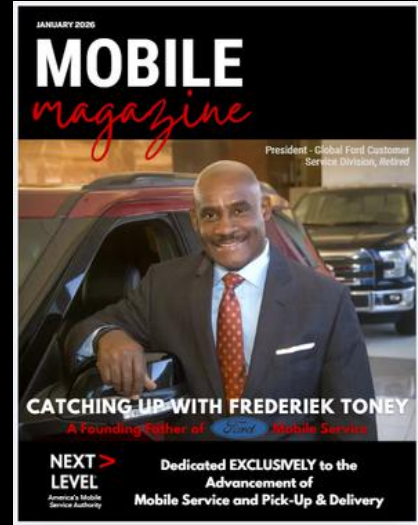
I am blessed to have known him.

More importantly, I am grateful to have learned from him. - js

John Schmidt

FOUNDER, MOBILE NEXT>LEVEL

john@mobilenextlevel.com
727 . 239 . 8920



OUR DEALERS >

7 of the TOP 20 Volume Mobile Service Dealers in the U.S. chose GEO>TECH by NEXT>LEVEL as their Mobile Service Appointment Scheduler. **This group of Dealers collectively averages over 1,000 Remote Service Repair orders per Dealer, per month.**

TABLE OF CONTENTS

1 LETTER FROM THE EDITOR

3-6 10 WAYS TO BOOST MOBILE SERVICE GROSS... TODAY

7-8 CLEAN TECHNOLOGY DRIVING THE FUTURE OF MOBILE SERVICE: Q+A WITH DAVID PUTERBAUGH, REVIVE H2

9 CORGHI VAN SOLUTIONS

10 ROGER THAT! 5 MINUTES WITH ROGER CONANT

11 A TRIBUTE TO FREDERIEK TONEY

12 PARTNER PROPS!

13 MOBILE MAYHEM!

14 RAPID>FIT

15 DUMBEST IDEAS EVERRR + UNINTENDED CELEBRITY SHOUT OUT

16 NEXT>LEVEL FULL-STACK MOBILE SOLUTION



SOME THINK OUTSIDE OF THE BOX



SOME SMASH THE BOX



WE NEVER HAD A BOX

THAT'S NEXT>LEVEL

NEXT > LEVEL BY THE NUMBERS

1

AND ONLY Automotive Consulting Agency dedicated *exclusively* to Remote Services

1

AND ONLY Consultant "behind the curtain" as a Dealer Performance Coach, Workshop Facilitator, and Program Content Provider to the two largest OEM Mobile Service Programs in America

7

OEM Brands served by NEXT>LEVEL as Mobile Service Subject Matter Expert

500+

Number of Mobile Service Dealer Training Events and Workshops delivered since 2020

10 WAYS TO BOOST MOBILE SERVICE GROSS...TODAY

by John Schmidt

For years, the biggest criticism of Dealer Mobile Service has been profitability. Dealers embraced Mobile Service as a customer retention tool, a convenience play, and a way to complete recalls more efficiently, but many struggled to generate serious gross profit from the operation.

That narrative is rapidly changing.

Today's highest-performing Mobile Dealers are treating Mobile Service like a true business unit with focused marketing, operational discipline, route optimization, premium pricing strategies, and aggressive upsell processes.

The result? Higher RO averages, increased technician productivity, and stronger customer retention.

Here are **10 proven ways** to **BOOST** Mobile Service gross **TODAY**.

1

Increase Awareness to Increase Volume

Many Dealers still fail to aggressively market Mobile Service. If customers don't know it exists, they can't buy it.

Progressive Dealers introduce ALL new vehicle buyers to Mobile Service during the sales-to-service handoff process and automatically schedule the customer's first maintenance visit as a Mobile appointment by default.

Top operators also park the Mobile van prominently in front of the dealership when not in use and place the direct Mobile Service phone number and a QR code for scheduling directly on the vehicle.

BDC agents should also be trained to qualify every incoming service inquiry to determine whether the repair is eligible for Mobile Service, converting traditional in-shop appointments into Mobile opportunities whenever possible.

And finally, your website **must** prominently feature Mobile Service with the ability for customers to schedule CONFIRMED appointments online.

2

Focus on the Two Biggest Expenses: Technician Labor and Fuel

Mobile profitability lives and dies by labor efficiency and fuel costs. Dealers should determine their Technician CPFRRH (Cost Per Flat Rate Hour) produced. This means calculating total technician compensation (including wages, incentives and benefits) divided by flat-rate hours produced.

10 WAYS TO BOOST MOBILE SERVICE GROSS...TODAY

Equally important is reducing MPA (Miles Per Appointment).

Clustering appointments geographically reduces drive time, fuel consumption, and technician downtime. Modern Mobile scheduling platforms can automate this process.

3

Motivate Your Mobile Team

Compensation plans matter.

Appointment coordinators should receive incentives tied to appointment volume or team production goals. Mobile technicians should also be rewarded for productivity, completed repair orders, and selling additional needed services.

The highest-performing Mobile teams are typically the ones with the strongest incentive alignment.

4

Implement Basic Gross-Intensive Services

If your Mobile operation is *only* performing oil changes and recalls, you are leaving massive gross profit on the table. Every Mobile unit should aggressively perform:

- Batteries
- Brakes
- Brake flushes
- Fluid services
- Filters and wiper blades

These are high-demand, high-margin services perfectly suited for driveway repair environments!

5

Add Advanced High-Gross Services

The next generation of Mobile Service is rapidly expanding beyond basic maintenance. Innovative Dealers are now offering advanced services such as:

- Hydrogen/water-based fuel induction cleaning systems from ReviveH2
- Tire repair and replacement
- Mobile wheel alignment systems from Corghi
- Clean oil change systems from AGA Tools

These services dramatically increase RO dollars while differentiating the Mobile operation from competitors.

10 WAYS TO BOOST MOBILE SERVICE GROSS...TODAY

6

Increase Parts and Labor Dollars Per Repair Order

Video Multi-Point Inspection (VMPI) may be one of the most powerful gross-generating tools in Mobile Service. Dealers should measure:

- VMPI completion percentage
- Number of items suggested per RO
- Dollars suggested
- Closing percentage
- Dollars sold

Technicians should also be spiffed on approved additional work. Customers are often more receptive to needed maintenance recommendations when standing face-to-face with a technician in their own driveway.

7

Spec Your Parts Inventory Strategically

Mobile units should not operate like random toolboxes on wheels.

Top-performing Dealers anticipate service needs based on vehicle age, mileage, and appointment history. Commonly needed items such as batteries, brake pads, cabin filters, air filters and wiper blades should always be stocked onboard.

Proper inventory strategy dramatically increases same-visit completion rates.

8

Reduce Drive Time to Increase Productivity

Drive time is the silent killer of Mobile gross profit.

Platforms such as Next>Level GEO>TECH, Spiffy, and Curbee help Dealers cluster appointments and optimize routes.

Some operators report reducing technician drive time by 25%-32%, allowing an additional 1-2 appointments per day per Mobile unit.

9

Build Trip Value

Every trip should create multiple opportunities. Technicians can utilize downtime between appointments to make fleet sales calls to nearby businesses. Some Dealers even visit used car lots and competing dealerships to identify vehicles with open recalls and offer recall repair services. The Mobile van itself becomes a rolling business development platform.

10 WAYS TO BOOST MOBILE SERVICE GROSS...TODAY

10

Charge Premium Pricing for Premium Service

Convenience has MAJOR value.

Consumers willingly pay premiums for food delivery, home services, and concierge experiences - and Mobile Service is no different.

Dealers should leverage the low supply and high demand of professional Mobile automotive service by creating premium VIP programs and white-glove experiences that justify elevated pricing.

The Dealers who maximize Mobile Service gross today are not merely "testing" Mobile Service anymore. They are building scalable, profit-focused remote service operations designed to win the future of fixed operations.



CHEMICAL FREE FUEL INDUCTION SERVICE

PERFECT FOR MAIN SHOP OR MOBILE SERVICES

Simple, preventative maintenance service that works on any Gas or Diesel engine. Keep carbon related issues at bay with a service your customers will feel immediately.



HIGH MARGIN, HIGH ELR, Labor only maintenance item.



CUSTOMIZABLE MACHINE PLACEMENT OPTIONS
Depending on your needs.



MACHINE ONLY USES DISTILLED WATER, NO CHEMICALS

TECHS LOVE IT

- ✔ Insert hose in air intake, set a timer and push start! That's it.
- ✔ Tech can perform other services while the HHO service is performed.
- ✔ Machine shuts off automatically when done.



GO MOBILE!

- ✔ New revenue stream with a simple service.
- ✔ No toxic chemical smoke or fallout.
- ✔ Simple, high margin service.



PREVENTATIVE MAINTENANCE
Sell at same intervals as current chemical service.



CUSTOM POS MATERIAL
We provide customized messaging tailored to your needs. Rack cards, Videos, Place mats and more.



CUSTOMER BENEFITS

- ✔ Regain lost fuel economy
- ✔ Regain lost power
- ✔ Smoother running engine

 Phone: 704-763-4256

 Email davidp@reviveh2.com

 Website www.reviveh2.com

CLEAN TECHNOLOGY DRIVING THE FUTURE OF MOBILE SERVICE

A Q&A WITH REVIVEH2 FOUNDER, DAVE PUTERBAUGH

Dave, what originally inspired you to develop a hydrogen-based fuel induction cleaning system as an alternative to traditional chemical cleaning methods?

I've been in the dealership business for nearly 40 years, including 22 years as a Fixed Operations Director in Ford dealerships. I saw hydrogen technology as a simple "green" alternative to the traditional chemical fuel services most dealerships offer today. There are no parts involved, which makes it a high-gross, high-ELR, labor-only maintenance item. It's simple, effective, high-margin, and safe for both vehicles and technicians, making it a perfect fit for the dealership environment.

Traditional fuel induction cleaning services are often associated with harsh chemicals and clouds of smoke pouring from the tailpipe. How does the ReviveH2 system change that experience for both technicians and customers?

The ReviveH2 fuel service uses a machine that converts distilled water into oxy-hydrogen gas through electrolysis. That gas is introduced through a hose connected to the engine's air intake while the vehicle idles for about 20 to 30 minutes.

Technicians love it because they simply set the timer and can continue working on other vehicles while the service runs. There's no toxic smoke in the shop, no chemical residue, and no need for test drives afterward to clear debris. The hydrogen converts carbon buildup into a clean-burning fuel, leaving the engine cleaner without the mess traditionally associated with induction services.

At what point did you recognize that your technology was a perfect fit for the rapidly growing Mobile Service movement within automotive dealerships?

After seeing the success of our in-shop program, I realized there was a major opportunity within Mobile Service operations. Traditional chemical fuel services simply cannot be performed at a customer's home or workplace because of the smoke and toxic fallout. ReviveH2 changes that completely. Mobile technicians now have a simple service that can be safely performed almost anywhere. There's no parts inventory, no chemical handling, and the service can run while the technician performs other maintenance or repair work. It creates additional found gross that many dealerships are currently missing.

You recently engineered a compact portable version of the ReviveH2 system specifically for Mobile Service vans. What were the biggest design goals behind the mobile platform?

We developed a compact yet powerful machine built specifically for the mobile environment. It's small enough to fit on a shelf or bench inside a service van, while still being capable of performing hundreds of services without requiring maintenance. The simplicity was important – just add distilled water and it's ready to go.

CLEAN TECHNOLOGY DRIVING THE FUTURE OF MOBILE SERVICE

A Q&A WITH REVIVEH2 FOUNDER, DAVE PUTERBAUGH

From a dealership perspective, why is hydrogen-based induction cleaning such a strong gross-profit opportunity for Mobile Service operations?

This service checks every box dealerships are looking for today. It's labor-only, requires no parts inventory, and can be performed by technicians of almost any skill level. Because the service runs while technicians continue working on other repairs, it adds efficiency and profitability to every Mobile Service appointment.

As fewer customers return to dealerships for preventative maintenance, dealers need additional revenue streams that fit the convenience-driven service model. ReviveH2 fits perfectly into that space.

Looking ahead, do you see Mobile preventative maintenance services like ReviveH2 becoming a larger part of the dealership service menu as Dealers compete for customer retention and convenience?

Absolutely. Mobile preventative maintenance will continue growing rapidly as dealerships focus more on customer retention and convenience. ReviveH2 helps customers regain fuel economy, restore engine performance, and improve drivability with a safe and simple service that can be performed almost anywhere.

It's truly a win-win for both the dealership and the customer.

THE GREEN WAY TO CLEAN.



Interested in learning more?

Dave's contact information can be found on Page 6.



Corghi USA



Mobile Tire Van Solutions

*Customizable for any type of mobile services!
Proven workhorse and road ready machines!*



*Made for the Road! +/- 1 gram Accuracy!
RFV Option, Fleet Ready! Hi-speed, Laser guided!*



The World's Largest Mobile Solutions Provider!

Let us save you the research, trial, and error! Use our 50+ years in the mobile and racing markets to help you get exactly what you need .

Contact us at www.corghiusa.us or call 800-260-0968

ROGER THAT!

Roger Conant: Building the Alliance for the Future of Mobile Service



At 80 years old, industry veteran and self-proclaimed “Super-Ager” Roger Conant isn’t slowing down—he’s accelerating. After decades shaping automotive fixed operations strategy, Conant has emerged as one of the strongest voices championing Dealer Mobile Service and Pick-Up & Delivery, culminating in the creation of the Mobile Service Alliance, an organization dedicated to expanding awareness, education, and adoption across the industry.

For Conant, the realization came when he recognized Mobile Service wasn’t simply another dealership offering—it represented a fundamental shift in how aftersales must operate. He believes traditional fixed operations models remain largely defensive, designed around getting customers to the service center. Mobile Service flips that model entirely, creating an offensive strategy that brings service directly to the customer.

Conant’s passion is deeply tied to customer experience—particularly the experience of women consumers. For more than twenty years, he has focused on reimagining aftersales around convenience, flexibility, and eliminating friction. His belief is straightforward: when dealerships meet the expectations of women customers, they elevate the experience for everyone. He sees today’s consumer trends as irreversible. Generations shaped by home delivery and on-demand convenience increasingly expect vehicle care to happen their way, not the dealership’s way. To Conant, that shift is as certain as “death and taxes.”

He cautions Dealers against viewing Mobile Service merely as a convenience perk or retention tactic. Instead, he sees it as a long-term survival strategy and a defense against independent repair facilities and aftermarket competitors.

Through the Mobile Service Alliance, Conant hopes to help Dealers navigate the difficult cultural and leadership changes required to succeed. His prediction for the next decade? Mobile Service and Pick-Up & Delivery won’t be optional. They’ll simply be the price of admission to the game.

IN MEMORIAM FREDERIEK TONEY

A Visionary Leader and Champion for the Future of Service

The automotive industry lost one of its most respected voices with the passing of Frederiek Toney at age 70. A transformational leader, mentor, and relentless advocate for customer-centered innovation, Toney leaves behind a legacy that reaches far beyond titles and accomplishments.

Most widely known for his leadership at Ford Motor Company and as President of Ford Customer Division, Frederiek spent decades redefining what aftersales excellence could become. Rising through the ranks from operations and logistics leadership to one of the most influential positions in automotive customer service, he consistently challenged the industry to think differently about service, customer experience, and long-term value.



For those passionate about Dealer Mobile Service, Frederiek's influence was especially profound. Long before Mobile Service became a mainstream strategy, Frederiek understood that convenience, speed, and customer-centricity would reshape dealership operations. He recognized that service was no longer simply about repairing vehicles - it was about meeting customers where they are.

His work helped establish many of the principles that today underpin Mobile Service and Pick-Up & Delivery strategies across the industry. Through his leadership, customer service evolved from a support function into a competitive advantage.

Yet those who knew Frederiek speak less about his accomplishments and more about his character. Again and again, colleagues describe a leader who led with humility, invested deeply in people, and practiced what he called servant leadership. He gave generously of his time, opened doors for others, and inspired future generations to lead with both performance and compassion.

Frederiek Toney leaves behind more than a career. He leaves a roadmap and an industry forever better because he traveled ahead of it.



PARTNER PROPS!

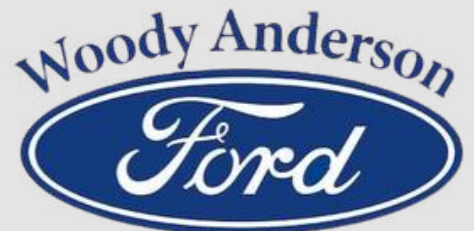
INDUSTRY PARTNERSHIPS

We are super grateful to our partners whose support is unparalleled.



NEXT > LEVEL FANS

Proudly Serving Industry Leaders



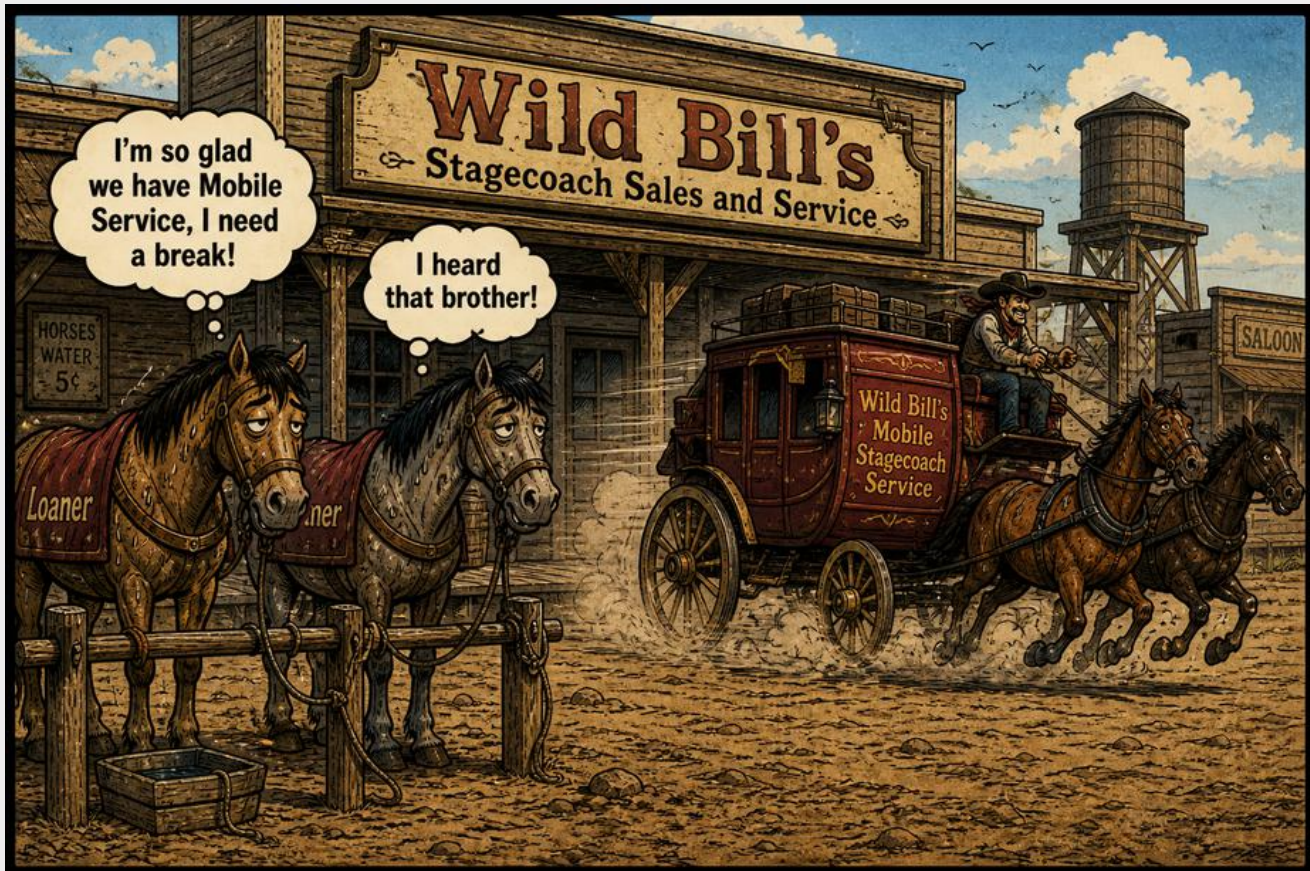
MOBILE MAYHEM!



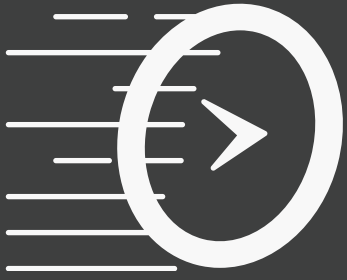
I WAS INSPIRED TO CREATE A SERIES OF LIGHT-HEARTED CARTOONS TO CAPTURE SOME OF THE EYEBROW RAISING MOMENTS I HAVE ENCOUNTERED OVER MY PAST 7 YEARS TRAINING MOBILE SERVICE DEALERS, PROVIDING SCHEDULING SOFTWARE AND UPFITTING TO THEM. I HOPE YOU ENJOY THEM AND GET A CHUCKLE!

-John Schmidt

Save a Horse!



MORE MADNESS TO COME!



RAPID > FIT

by NEXT > LEVEL

WE SMASHED THE OLD SCHOOL UPFITTER MODEL AND CHANGED THE GAME.



CHECK OUT THIS SHORT VIDEO AND SEE HOW WE DID IT.



[CLICK HERE](#)



PROUD
PARTNER



AGA Tools
& PRODUCTS

MORE

DUMBEST IDEAS EVERRRR

HEY DUDES aka "Son of Crocs" 2008



INITIAL PUBLIC RESPONSE

"NOOOOOOO...not another cheesy sequel! Following closely in the footsteps of the Croc-Father, HEYDUDES capitalizes on the "Ugly-Cool" footwear trend, coming forth with something as hideous as the Edsel (Google that, kids). Their star model is the "Wally"...something akin to Grandpa's slippers. The only thing missing is the velcro straps!

SINCE THEN

Unlike the Edsel, HEYDUDES have become a global juggernaut. Founded in 2008 in Italy by Alessandro Rosano, HEYDUDE was created to redefine casual footwear with a focus on lightweight comfort. Sales grew from \$20 million in 2018 to \$191 million in 2020! In December of 2021, Crocs, Inc. announced the acquisition of HEYDUDE for \$2.5 billion in cash and stock.

THIS IS A 3-ALARM NERD ALERT!

MOBILE SERVICE



INITIAL PUBLIC RESPONSE

"Dumbest idea ever. I can't make any money in my shop on oil changes and recalls as it is. Why would I spend \$150K on a van to change oil in my customer's driveway? There is NO way this can make money, none of my customers are asking for it, and what about oil spills?"

SINCE THEN

Dealers are realizing a substantial increase in parts and labor sales, capacity, throughput, CSI, commercial fleet business, recall penetration and maintenance retention. Additionally, they have slashed loaner expenses and shop carryovers. For the most advanced Dealers, Mobile Service repair orders account for as much as 30% of their total RO count. The sky is the limit!

**YOUR NEXT DUMB IDEA IS AT
WWW.MOBILENEXTLEVEL.COM**

"Every brilliant idea was once a dumb idea." - js



— ANOTHER SHOUT OUT!

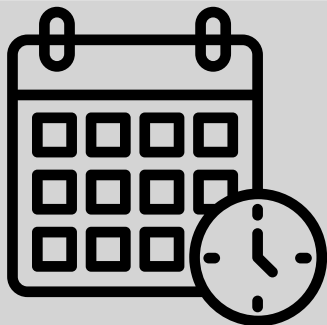


Royal Caribbean



ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

FULL-STACK MOBILE SERVICE SOLUTION



SCHEDULING SOFTWARE

Simplify remote operations with our proprietary software, **GEO>TECH**. Our dynamic, intuitive platform clusters technician appointments in geographic zones saving you time and money.



MOBILE SERVICE COACHING

We coach and train Mobile Service Coordinators, Technicians, and Leadership on how to launch and sustain a Mobile Service program. We share best practices established by the most successful Dealers and offer continuing post-launch support.



MOBILE UNIT UPFITTING

We are a boutique van Upfitter. We **only** build Mobile Service units and **only** for Dealers **ONE** unit at a time. We're the **only** Upfitter in the USA building Mobile units **onsite** at the Dealership.

Click each icon for more info!

LET'S TAKE YOUR BUSINESS

NEXT > LEVEL®



EMPOWERING DEALERS. MOBILIZING SERVICE.



LET'S GO NEXT LEVEL.