

DECEMBER 2025

MOBILE *magazine*

Mobile Service Profits—an Oxymoron?



THE 2026 PROFITABILITY ISSUE



LETTER FROM THE EDITOR

MOBILE SERVICE Chicken or Pig?



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I am dedicating this issue to "PROFIT-ABILITY." We are over 5 years deep in the era of "Modern Mobile Service" and many Dealers still have not turned the corner to profitability. Why is that? I'm not going to sugarcoat this topic. It's not the concept of Mobile Service that is the culprit. You can't very well blame the model when there are many successful Mobile Service Dealers, both large and small, in metro markets, rural markets, and everything in between. So, what is it? I will tell you firsthand. It's the Dealer's (lack of) COMMITMENT. Out in the field, I often hear these comments ... "We will dip our toe in Mobile and see how it works for us." or "We are going to 'TRY' Mobile Service." **NO.** Statements like that are screaming "if it's easy we will do it. If it takes any sustained effort, we won't." In this issue, I will map out a simple strategy to guarantee Mobile Service success. Although there are many moving parts, it's not rocket science. But, here is the spoiler alert - it all starts with a look in the mirror. Are you truly committed? Or, are you keeping failure open as an option for you? If you take a zero-fail approach, you WILL be successful. Period. Like the old fable about the Chicken and the Pig. If you look at your bacon and eggs breakfast, you see that the chicken is "involved", but the pig is COMMITTED. Be ALL-IN.

If you are struggling to figure out this puzzle, we can help. With over 400 Mobile Service Dealer training events under our belts, we are well equipped to get you jump started or take you Next>Level.

Cheers, js

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. **Each of these Dealers AVERAGE over 1,000 Remote Service Repair orders per month.**

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"There are only two options regarding commitment; you're either IN or you're OUT."

-Pat Riley

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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

400+

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

MOBILE SERVICE PROFITABILITY 101

by John Schmidt

Mobile Service is no longer an experimental side hustle. It is a fully formed revenue engine - one that can produce good margins, stronger retention, and massive competitive insulation for Dealers who approach it with the proper strategy and discipline. But, while everyone says they want to win in Mobile, only a fraction of Dealers ever achieve measurable profitability.

Why?

Because Mobile Service requires a mindset before it requires a van. It requires discipline before it requires a technician. And above all, it requires a willingness to treat Mobile Service as a stand-alone business, complete with its own investment, infrastructure, and strategic plan.

WELCOME TO MOBILE SERVICE PROFITABILITY 101

THE WILLINGNESS MINDSET

Before the first RO is written or the first van leaves the lot, leaders must embrace a ZERO-FAIL mindset. Mobile Service cannot be viewed as a “nice-to-have” or a dealer perk. It must be treated as its own business entity with:

- Dedicated funding
- Dedicated leadership
- Dedicated personnel
- Dedicated marketing
- Dedicated capacity

And here's the hard truth: If you plan to borrow staff, budget, or attention for your in-shop operations, stop reading now. That approach has derailed more Mobile programs than any other single mistake.

If you want Mobile Service to win, you must be willing to give it the resources required to compete.



MOBILE SERVICE PROFITABILITY 101

MINIMUM QUALIFIERS FOR SUCCESS

Before you can enter the arena, you must meet the qualifying standards. These are not suggestions, they are the baseline requirements for Mobile success:

- A DEDICATED Mobile Service Champion/Leader/Manager/Coordinator, OR...
- A Mobile-first Appointment Coordinator (exclusive if possible; if not, Mobile must be top priority)
- An oil-change capable Mobile Service unit
- A DEDICATED Mobile Technician
- A written and published Mobile Service Menu
- A defined, geofenced Mobile Service market area
- A sustained, multi-channel monthly marketing plan

If any of these pieces are missing, profitability becomes luck, not strategy.

PLANNING + STRATEGY

1. Run the Mobile Service ROI Calculator

- Load in every expense:
 - Personnel (tech + admin)
 - Labor + parts
 - Van payment
 - Fuel
 - Consumables
 - Software
 - Marketing
 - Insurance

Then, toggle ROs per day and \$ per RO to identify breakeven and profit scenarios. This exercise alone reveals what success should look like and what it **must** look like.

2. Set Realistic Milestones

Growth should follow a trajectory, not a wish.



3. Build a "Crawl-Walk-Run" Strategy

Month-by-month scaling is the difference between chaos and controlled success.

MOBILE SERVICE PROFITABILITY 101

FEATURE ARTICLE CONT'D

CRAWL-WALK-RUN: HOW TO SCALE INTELLIGENTLY

Set RO and \$/RO Targets for the First Six Months

If you don't measure it, you won't achieve it.

Define Your Scheduling Strategy

Here's the proven model for a one-van operation:

Month 1: Open Market Scheduling

Serve any customer inside your service geofence.

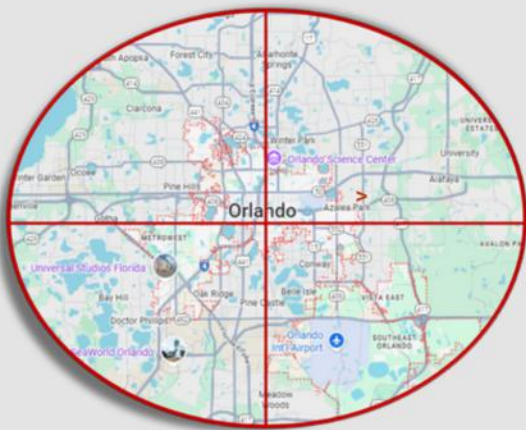
Focus: volume & exposure.

Month 2: Split the Market in Half

Two days for side A.

Two days for side B.

One day remains a "wild card" to accommodate overflow.



Month 3 and Forward: Quadrants

Divide the service market into four quadrants. Book each quadrant one day per week. Wednesday becomes the dedicated "wild card" day.

Implement "Soft Opening" Marketing

Low-cost awareness building before full competency.

Launch Sustained Multi-Channel Marketing

Direct mail, email, text, social media, and retargeting start once all Mobile-friendly competencies are achieved, usually 60 to 90 days.

MOBILE SERVICE PROFITABILITY 101

FEATURE ARTICLE CONT'D

LOW-COST | NO-COST MARKETING INITIATIVES

Here's where Dealers make or break their Mobile Service launch.

Pay a High-Value Mobile Appointment Spiff

If your BDRs get paid for in-shop appointments, your Mobile spiff must be higher. This single investment drives behavior and behavior drives volume.

Train BDC to Offer Mobile FIRST

Mobile should be positioned as FIRST choice, and an additional choice, not a replacement for loaner eligibility. Implement a well-crafted script for success.

Teach BDC to Convert Shop Appointments to Mobile

28–33% of all shop appointments are Mobile-eligible. That is low-hanging fruit you already own. Implement a well-crafted script for success here as well.

Sales-to-Service Handoff

First appointment = Mobile appointment + first-time discount. After that, your clients will be receptive to premium pricing for the convenience.

Promote Mobile on Every RO

Attach a Mobile flyer to every physical or digital invoice.

Promote Mobile Online

Your website should:

- Promote Mobile prominently
- Allow customers to **request** Mobile
- Ideally, offer **confirmed** Mobile appointments via dedicated scheduling software



MOBILE SERVICE PROFITABILITY 101

FEATURE ARTICLE CONT'D

COST CONTROL: WHERE PROFITABILITY LIVES OR DIES

The two largest variable expenses in Mobile Service are tech labor and fuel.

TECHNICIAN COST OF SALE (C-O-S)

There are 6 proven Mobile Tech compensation models, but the key metric is:

Cost Per Flat Rate Hour (FRH) Produced

A high-output tech on a flat-rate or hybrid plan may cost \$50+ per FRH, but produces twice the work of a \$20 per hour “clock puncher.” Do the math: FRH cost is what matters, not hourly wage.

The low-wage, low-output tech is statistically MORE expensive.

FUEL COST: A SCHEDULING PROBLEM

Fuel cost is driven by routing inefficiency, not fuel prices.

MAX-EFFICIENCY SCHEDULING

Geo-clustering and route optimization are foundational.



A proper Mobile scheduling software platform will reduce miles and drive time by 25–32% saving tech hours, fuel, and adding the capacity for an additional RO per day.

This is not a place to cut corners.

MOBILE SERVICE PROFITABILITY 101

FEATURE ARTICLE CONT'D

FLEET OR RETAIL? **BOTH.**

Many Dealers pick one lane. High performers run both.

Fleet = the whale. High volume. High efficiency. Takes time to land.

Retail = instant cash flow. Premium pricing. A gold mine for lost-customer recapture.

The real profitability comes from running both through an optimized schedule.

PREMIUM PRICING + THE VIP EFFECT

Scarcity creates value. Exclusivity creates demand.

Offer a Mobile VIP Club with priority access and a premium pricing tier. Customers **WILL** pay for convenience and reclaimed time.

VMPI: THE GROWTH ENGINE

The notion that "Mobile can't do MPI" is false. A simple 8-point mini MPI, or even better, video MPI, drives additional sales and builds trust. No excuses. No exceptions.

SUSTAINABILITY: YOUR DEEP BENCH

Mobile collapses when a Dealer loses their only Mobile Tech. **Solution:** Train every Express Technician to operate the Mobile unit. Rotate techs through Mobile regularly. Never put your entire program in the hands of one individual.



MOBILE SERVICE PROFITABILITY 101

FEATURE ARTICLE CONT'D

OUTREACH: THE DIAMONDS BENEATH YOUR FEET

Rich appointment sources already exist inside your DMS:

- Missed appointments
 - Declined service follow-up
 - Connected car leads
 - Unused/expiring PPM
 - Aging SOPs
 - Recalls
 - Lost customers
- MINE THEM
RELENTLESSLY.**

MONEYBALL: ADVANCED ANALYTICS + KPIs

Top performers track more than ROs and dollars. Here are the real Mobile KPIs:

- Miles per RO
 - Miles per appointment
 - Trip value
 - Tech drive-time vs work ratio
 - Technician proficiency %
 - Tech C-O-S per FRH
 - Coordinator C-O-S per appointment
 - Unapplied time cost
 - Sales by op code
 - RO count by ZIP code
 - RO count by repair type
 - RO count by customer type
- These illuminate patterns
that basic KPIs miss.**

THE BOTTOM LINE

Mobile Service profitability is not magic.

It is not luck.

It is not "let's try it and see."

It is methodical, disciplined, data-driven execution.



Dealers who embrace the willingness mindset, meet the minimum qualifiers, follow the crawl-walk-run strategy, optimize cost controls, and measure advanced KPIs are the ones who win.

Not just with Mobile, but with retention, CSI, conquest, and long-term service dominance.

**MOBILE SERVICE IS THE FUTURE. PROFITABILITY IS THE OUTCOME.
DISCIPLINE IS THE REQUIREMENT.**

THE FUNNY PAPERS

NEXT LEVEL[®] Funnies

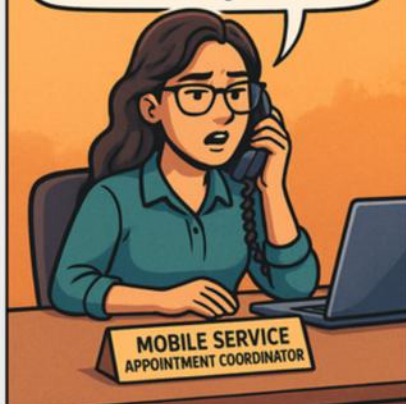
Celebrating Mobile Magic & Madness!



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 5 YEARS TRAINING MOBILE SERVICE DEALERS, AND PROVIDING SCHEDULING SOFTWARE AND UPFITTING TO THEM. I HOPE YOU ENJOY THEM AND GET A CHUCKLE!

-John Schmidt

We don't need routing software, our Google Doc works just fine.



How much farther to our wiper blade appointment?

Only about 40 more miles.



THIS HAPPENS
MUCH MORE
THAN YOU WANT
TO KNOW...

LOL!

THE STRUGGLE
IS REAL!



MORE FUNNIES TO COME!

WORD SLEUTH - MOBILE EDITION

W S T G L G F Z L Q A H C V E T O M E R
Z R O A P R O X E R T M E S H E A T V K
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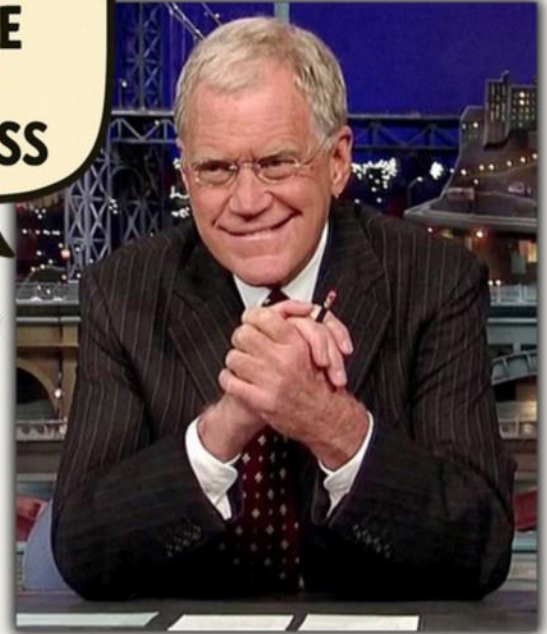
EFFICIENCY
DEALERS
UPFITTING
GEOTECH
EXPERIENCED
SUSTAINMENT
DELIVERY
PICK UP

TRAINING
LOYALTY
OPTIMIZATION
MOBILE
REMOTE
RAPID FIT
NEXT LEVEL
TECHNOLOGY



**LET'S
GO!**

**TOP 10 STATEMENTS
THAT WILL
SELF-SABOTAGE
YOUR MOBILE
SERVICE BUSINESS**



1. "I am going to oversee Mobile Service until it gets big enough to appoint someone as program leader" - the Manager

This is not sustainable and is a recipe for 100% failure. The Manager is too busy to give Mobile Service the proper attention once the initial excitement is over.

2. "Jim is our Mobile Service appointment coordinator... and our cashier... and our booker... and our warranty administrator... and our loaner manager..."

This is 100% fail also. You don't need a 6-figure Mobile Service Manager to be successful. You simply need one person who makes the Mobile Service appointment schedule their number one priority each day.

3. "If the shop is short-handed, we park the van and have our Mobile Tech work in the shop." NO! Mobile Service MUST be treated as a separate business. You cannot borrow resources from it and expect to be successful. It's NOT a side-hustle.

4. "We only want to do large fleet service accounts." Why? Sure-large fleets ("whales") are great, but don't sit around and wait for one to fall into your lap. Even if you have aggressive outreach and marketing, it takes a while to conquest big fleet accounts. Don't wait! Smaller fleets and retail customers in your DMS are your quickest path to cash.

5. "Now that Amazon has gone electric, there is no Mobile Service business." See #4

6. "We are going to dip our toe in Mobile and see if it works before we spend a bunch of money on it." Mobile service will not magically take off without constant attention and resources. Thinking otherwise is like believing in Santa Claus.

7. "Everyone books Mobile Service appointments." If EVERYONE is accountable, then NOBODY is accountable.

8. "Everyone writes Mobile Service ROs." See #7

9. "There is not enough business. We are NOT going to convert shop appointments to Mobile. That's just robbing Peter to pay Paul. Our shop is already low on work."

Typical Dealer maintenance retention is 40-50%. THAT is the the problem. Here is a stat - according to Curbee, 92% of customers inactive over 18 months accepted a Mobile Service appointment. Mobile is a powerful weapon for reclaiming lost customers. This is not a zero-sum game. How can you say there isn't enough business out there when you are only retaining HALF of your customers?

10. "We don't allow our customers to book Mobile Service appointments online because we will lose control of our schedule." You can't expect your business to grow if your online Mobile Service Store" is closed. If you fear that you will lose control of your schedule by allowing your customers to schedule online appointments, it's because you don't have a proper Mobile Service scheduling tool that controls the service items that can be booked and clusters appointments together for maximum efficiency.



All-In-One Smart Scanner with Built-In Smartphone



Perfect for
In-Bay
Inspections



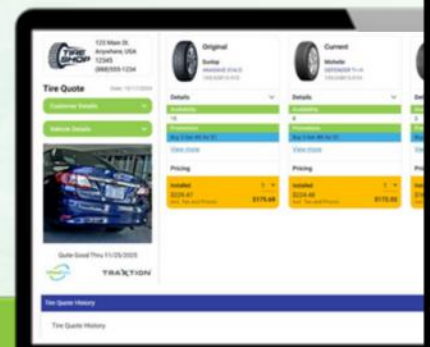
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MOBILE>UNIVERSITY Q+A

MOBILE SERVICE TRAINING & COACHING BY NEXT>LEVEL



Q: WHAT IS MOBILE>U?

A: **MOBILE>U** is the Ultimate Mobile Educational Program for Mobile Service Coordinators, Technicians, and Dealer Leadership. We provide onsite and virtual training.

Q: WHY DO I NEED THIS?

A: We introduce and coach on best practices learned from decades in the car business and those established by the largest, most successful Mobile Service Dealers. You cannot run a successful remote service business without relevant, ongoing training, so look to us to keep your program on track!

Q: WHAT WILL I LEARN?

A: It depends what your needs are and we'll customize it! It might look something like this:

Your Current Situation

Initial Program Launches
Program Reboots
Leadership Changes
Mobile Service Team New Hires
Mobile Unit Vehicle Discovery

Training Goals

Establish Forecast
Identify KPI's
Build Business Plan "The Journey"
Create Action Plan
Implement Best Practices
Month-to-Date Performance Tracking
Ongoing Accountability for Action Items

Q: WHAT ARE YOUR QUALIFICATIONS?

A: After 3 decades in retail and considering myself one of the original Mobile Service skeptics, I have been in your shoes and once considered Mobile Service to be just another dumb idea. Now, after 5 years of field experience training and research, I gained knowledge and have expertise in the space that is truly unmatched. My coaching sessions are immersive, enlightening, and engaging and I strive to help you scale your Mobile program as if it were my own!

Q: WHAT ARE PEOPLE SAYING?

A: Don't take it from us, we're sharing some words of praise from actual participants below! I am super grateful for these accolades!

"Very informative class. Trainer was excellent!!!"

"More than expected!"

"No improvement needed, just right as is... good use of my day!"

"Great class, great moderator!"

"John was great and really gave me great stuff to put in to play at my store. Awesome training."

Actual participant testimonials provided in an anonymous post-session survey

MOBILE SERVICE: IS IT THE DUMBEST IDEA EVER?

POWERFUL MOMENTS. MEMORABLE MESSAGES. JOHN-ISMS.

I recently was given the opportunity to speak at the NY Metropolitan Parts and Service Club meeting.

Click or scan the QR code to hear the discussion! >>>

[CLICK HERE](#)



Why would we receive all those frictionless experiences that we enjoy in our lives and not want to provide them to our guests?

We are at war right now, but it's low-key.

I am going to challenge you today to look beyond the 8 ½ by 11. Look beyond the DOC, look beyond the P&L, and look at the other stuff that goes into Mobile.

Mobile Service is Moneyball. You don't have to smack a home run or throw a no hitter to win. It's daily attention to a million little things.

If you want to get into Mobile, you can't dip your toe in. You're either in or out.

-JOHN SCHMIDT



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WE SMASHED THE OLD
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CHANGED THE GAME.



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DUMBEST IDEAS EVERRRR

PRO GAMERS "ESPORTS" 1997



INITIAL PUBLIC RESPONSE

OMG another excuse to be a couch potato! This may be the DUMBEST of the dumbest ideas EVERRR! Am I the only one in shock here? Grown-A\$\$ adults sitting around eating Doritos, drinking Mountain Dew and playing video games?... and this is considered a SPORT? Hold up...there are tournaments & massive cash prizes? Even worse people sit around watching other people play? I can't even. SMH!

SINCE THEN

"Fast-forward 2010's: Esports grew into a multi-billion dollar industry with professional leagues and a surge in viewership for major titles. Today: Professional Esports are a global phenomenon with massive prize pools, dedicated fan bases, and even traditional sports leagues like the NBA creating their own esports leagues (e.g., the NBA 2K League). **STILL DUMB.**

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!

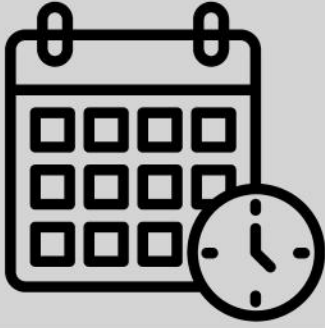


Gordon Ramsay



ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

FULL-STACK MOBILE SERVICE SOLUTIONS



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.

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