

APRIL 2026

MOBILE

magazine

ROLL TIDE!

**BAMA Has Become a Hotbed
for Top Mobile Service Dealers**



TOYOTA

SINGING RIVER

A Curious Phenomena...



5

Minutes With...
Robert Gagliardi
GM, Singing River Toyota

**NEXT >
LEVEL**

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



LETTER FROM THE EDITOR

“ROLL TIDE”

BAMA MOBILE DEALERS DOMINATE THE NATIONAL MOBILE LANDSCAPE



It hurts my heart and crushes my soul to admit this...as I am a lifetime Florida State Seminole fan...my 3 kids (and all my money) have been going to Tallahassee since 2010!

BAMA dominates college football AND Mobile Service.

Isn't that a curious factoid? In this issue, we examine this mysterious phenomena.

John Schmidt

FOUNDER, MOBILE NEXT>LEVEL

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AS Alabama goes, we celebrate Singing River Toyota and their fiery leader, GM Robert Gagliardi, as well as FOD Pete Culver and the entire Mobile Team on their Mobile Service journey.

Lastly, hats off to the Alabama Mobile Service Dealers that are schooling much larger Dealers with big metro markets all over the U.S.

If you are struggling to figure out this puzzle, we can help. With over 500 Mobile Service Dealer training events under our belts, we are well equipped to get you jump started or take you NEXT>LEVEL.

Let's go get 'em.

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. **This group of Dealers collectively averages over 1,000 Remote Service Repair orders per Dealer, per month.**



ONE THING ABOUT CHAMPIONSHIP TEAMS IS THAT THEY'RE RESILIENT. NO MATTER WHAT IS THROWN AT THEM, NO MATTER HOW DEEP THE HOLE, THEY FIND A WAY TO BOUNCE BACK AND OVERCOME ADVERSITY.

- NICK SABAN -

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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

500+

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



with

ROBERT GAGLIARDI



by John Schmidt

We sat down with the General Manager of Singing River Toyota in Tuscumbia, Alabama for a quick Q+A session on why his Dealerships are launching launch Mobile Service!

Q: WHAT WAS THE MOMENT OR REALIZATION THAT CONVINCED YOU IT WAS TIME TO LAUNCH MOBILE SERVICE?

A: The amount of time that our customers were spending not only in the store, but driving back and forth. The number one complaint from our customers has always been time. I believe mobile service can help us give our customers back some of their time.



Q: HOW DO YOU DEFINE SUCCESS FOR YOUR MOBILE SERVICE OPERATION IN THE FIRST 6 TO 12 MONTHS?

A: Profitability would be the easy answer, but I think it is a little more complicated. I believe success will be measured by how many customers use the service for a second time. I am also anxious to see the positive impact removing some of the Toyota Care services from the drive has on our overall wait and cycle times.

Q: TUSCUMBIA IS A SMALLER, LOWER-DENSITY MARKET - HOW DOES THAT SHAPE YOUR STRATEGY FOR MOBILE SERVICE COMPARED TO A METRO DEALER?

A: I believe mobile service is tailored made for our area. We have a large PMA that is fairly spread out. We have grown our sales volume by double digits over the last 3 years, however our service volume has not kept pace. I believe that the ability to save a customer from having to drive upwards of an hour to have service done will allow us to keep the customers we have, but to win back some of the customers that have defected over the years. I am excited about the opportunity this presents for our overall customer retention.





by John Schmidt

with

ROBERT GAGLIARDI



Q: DO YOU VIEW MOBILE SERVICE AS A “GREAT EQUALIZER” FOR SMALLER MARKETS ALLOWING YOU TO COMPETE BEYOND YOUR TRADITIONAL GEOGRAPHIC BOUNDARIES? IF SO, HOW?

A: I believe that this will allow me to make my PMA smaller and servicing the customers far more manageable. Our sales reach spills over into two neighboring states. With Mobile Service, I can get to the customer no matter where they live. The van set-ups will allow me to manage every Toyota Care service quickly and easily.

Q: WHAT WERE YOUR BIGGEST CONCERNS OR OBSTACLES GOING INTO THE LAUNCH, AND HOW HAVE YOU ADDRESSED THEM?

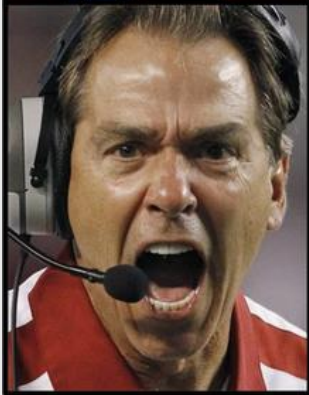
A: My biggest concern was ensuring that my team was perceived differently than regular mechanics. I went online and looked at how some other service companies were interacting with their customers. I rolled some of their practices into my process. I created a unique uniform all the way to the shoes that the team wears. I have photo id badges being made to provide an extra sense of comfort to my customers. Having someone you do not know come to your home can be stressful, I wanted to alleviate as much of that as possible. Our partnership with Mobile Next Level allows us to use specific appointment software that sends photos of the techs to the customer when they receive their appointment confirmation. We are working on a process where we will confirm every appointment and ensure that we over communicate with the customer. If someone is coming to my home, I want to be confident that my family is in good hands. We worked hard to identify and train people we are confident will deliver that experience.

Q: FAST FORWARD TWO YEARS:WHAT DOES A FULLY SUCCESSFUL MOBILE SERVICE OPERATION LOOK LIKE AT SINGING RIVER TOYOTA?

A: I would hope that the investment in time, effort, and equipment will allow me to develop a bulletproof mobile process. I would like to have 4-6 vans servicing our community; allowing our customers to spend their time on their family, friends, and hobbies instead of waiting on their car to be serviced..



BAMA: MOBILE SERVICE POWERHOUSE!



Why does Alabama consistently punch above its weight in Mobile Service? On paper, it shouldn't. The state's population density is relatively low and its markets are often spread out. Yet, Alabama has quietly become one of the most dominant Mobile Service regions in the country.

Is it the moderate, year-round climate that allows for consistent operations? The ease of travel across well-connected highways? Or perhaps the ghost of Bear Bryant, Joe Willie Namath, and Nick Saban secretly teaming up to coach the Dealers on discipline and execution?

Whatever the formula, the results speak loud and clear. Ford Motor Company's Mobile Service program, now the largest in the nation with over 2,000 participating Dealers, has seen exceptional performance from Alabama.

In the most recent available national rankings (year-end 2024), the state placed three Dealers in the top 10, collectively delivering thousands of Mobile Service events each month.

Even more impressive, this performance comes despite Alabama's lower population density, proving that success in Mobile Service isn't about market size, it's about strategy, commitment, and execution.

In Alabama, Mobile Service isn't a side initiative. It's a core operating philosophy and a blueprint for Dealers everywhere.



Mobile Units Built in Alabama
by **RAPID>FIT**

2024 Ford Mobile Service Rankings

| | |
|---|-------------------------------|
| 1 | |
| 2 | |
| 3 | Long-Lewis of Hoover |
| 4 | |
| 5 | Stivers Ford of Birmingham |
| 6 | |
| 7 | |
| 8 | Long-Lewis Ford of The Shoals |





THE MIC IS HOT... IN APRIL!



MOBILE MAGAZINE LIVE FIRST PODCAST APRIL 2026!

OUR GUEST:
MARK MICKENS FROM ES3

OUR TOPIC:
MOBILE SERVICE SUSTAINMENT



But don't think it will be a dry, scripted broadcast. In true **NEXT>LEVEL** fashion, the show will deliver its signature mix of irreverent humor, tom foolery, chicanery, shenanigans, and just the right amount of folly. The goal is lively, digestible content that informs without boring and challenges without preaching. The mission behind **Mobile Magazine Live** is clear: advance the remote service movement while keeping the conversation engaging, relevant, and actionable for today's dealers. Be on the lookout!



NEW MOBILE SERVICE: ENGINE DETOX WHEREVER YOU ARE!
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|-----------------------|----------|
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| DIESEL = | \$199.95 |

**POWERHOUSE MOBILE
GROSS PROFIT BUILDER!**

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



I recently led a Mobile Service Workshop for a large Dealer group. I was thrilled the auto group sent nearly 50 attendees! In my workshops, I speak of Mobile Service as a zero-fail mission and the power of a "Burn the Ships" mentality. A few days after the workshop, I got a text from one of the participants who happens to be a very close friend of mine and one of the most passionate and successful operators in the U.S. He was laughing because unbeknownst to me, he made the ULTIMATE commitment to "Burn the Ships" a long time ago with this chest tat. Check this out! HA!



M O R E M A D N E S S T O C O M E !



PARTNER PROPS!

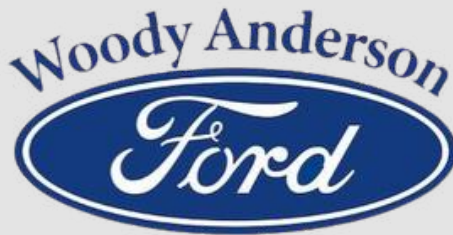
INDUSTRY PARTNERSHIPS

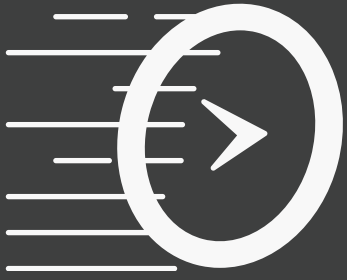
We are super grateful to our partners whose support is unparalleled.



NEXT > LEVEL FANS

Proudly Serving Industry Leaders





RAPID > FIT

by NEXT > LEVEL

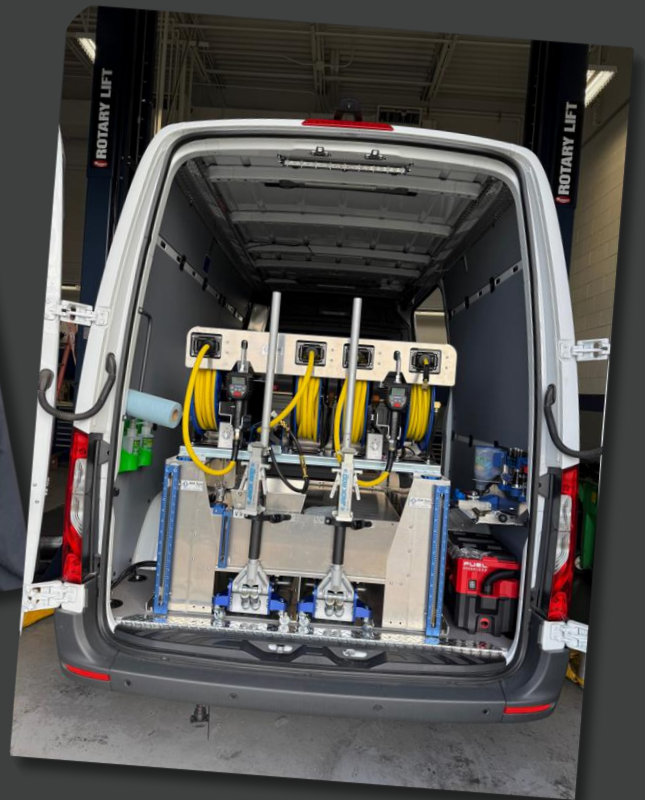
WE SMASHED THE OLD SCHOOL UPFITTER MODEL AND CHANGED THE GAME.



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



[CLICK HERE](#)



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MORE

DUMBEST IDEAS EVERRRR

DOGS ON A PLANE ("D.O.A.P.") 1989



INITIAL PUBLIC RESPONSE

"Isn't air travel stressful enough? We already have flight delays, missed connections, turbulence, crying babies, and snooty airline personnel. Now we have to deal with Fifi yapping and whimpering the entire trip...and the looming possibility of a potty accident...will there be a HazMat delay?"

In 1989, Gayle Martz, a TWA flight attendant, designed the Sherpa bag and petitioned airlines to change their policies, which led to the modern era of in-cabin pet travel.

SINCE THEN

Total Volume: While over 2 million fly annually in the U.S. based on 2022 Department of Transportation data.

Trend: Pet travel has increased by 19% over the last decade!

THROW ME A BONE AND MAKE IT STOP!

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!

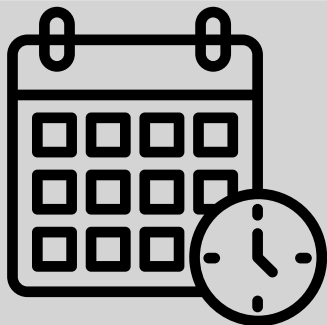


**Greenland 2:
The Movie**



ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

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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.



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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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