

# YOUR DEALERSHIP IS MORE THAN 4 WALLS

Cost effective improvements for heavy ROI  
and other Facilities Construction advice





# CHIP WALKER

President of Custom Facilities

Questions? Text to 317-460-4444 or email [Charlie@cfidm.com](mailto:Charlie@cfidm.com) at any time

# CUSTOM FACILITIES

- 47 Years in the Business
- Exclusively for automotive
- 480 Projects completed
- Built in 42 States
- Metro and Ruel Jobs
- Union, nonunion, and blended depending on need



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# TODAYS CONVERSATION

- Key Benchmarks and Building objectives
- 3 Key Ways to save money during a project that are not a part of the building
- Step by step plan for staying open during a remodel
- 5 techniques to turn your building time into additional gross opportunities





# OEM DID BOOK PROCESS

- DID Book
  - Design Intent Document
- Complainant Requirements for OEMS (Examples)
  - Floor tile
  - Lighting
  - Paint colors
  - Wall Coverings
  - Furniture
  - More

# 3<sup>RD</sup> PARTY REVIEWER COMPANY

The companies with which you work with to get through the DID process and receive your book



Trustmark  
(internal Ford reviewer)



**Gensler**



**ChangeUp**



**CBRE**



# HOW BIG DO I NEED

Facility and Land Areas															
SIZE	BUILDING AREA														
	SHOWROOM & SALES		CUSTOMER CORE	SERVICE				PARTS	ADMIN	EMPLOYEE	TOTAL BLDG.				
	Column D	Column E	Column G	Column H				Column I	Column J	Column K	Column L	Column P		Column R	Column S
PP or Expected Sales	S/R Units on Display	Total Showroom f <sup>2</sup>	Customer Core	Total Service Stalls	Car Wash and Detail Stalls	Total Stalls	Total Service Dept. f <sup>2</sup>	Total Parts Dept. f <sup>2</sup>	Total Admin. f <sup>2</sup>	Employee Facilities f <sup>2</sup>	Total Building w/o Body Shop f <sup>2</sup>	Total Parking f <sup>2</sup>	Total Parking (spaces)	Total Land & Building + Code Compliance f <sup>2</sup>	Total Site Acreage
0-899 Minimum Requirement w/ Full Service	5	5,514	1,664	8	1	9	7,345	3,253	990	1,059	19,825	99,153	315	128,893	3.0
0-899 Minimum Requirement w/ Lite Service	5	5,514	1,664	8	1	4	4,695	764	990	1,059	14,686	99,153	315	123,754	2.8
900-1499	7	7,855	2,048	16	3	19	11,900	4,313	990	2,974	30,080	163,737	520	210,191	4.8
1500-2099	7	8,860	2,532	24	3	27	17,600	5,556	1,104	4,240	39,892	231,530	735	294,575	6.8
2100-2699	7	10,200	3,016	32	3	35	23,400	7,018	1,320	5,628	50,582	307,188	975	388,489	8.9
2700 and higher	7	11,205	3,525	36	3	36	26,300	7,749	1,433	6,260	56,472	335,651	1,065	425,687	9.8

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# HOW BIG DO I NEED

- 1600 Projected units

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# HOW BIG DO I NEED

- 1600 Projected units
  - 7 display units
  - 24 service bays
  - 3 car wash
- Total square footage of 294,575

Facility and Land Areas															
SIZE	BUILDING AREA														
	SHOWROOM & SALES		CUSTOMER CORE	SERVICE				PARTS	ADMIN	EMPLOYEE	TOTAL BLDG.				
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# DID DESIGN MEETING 1

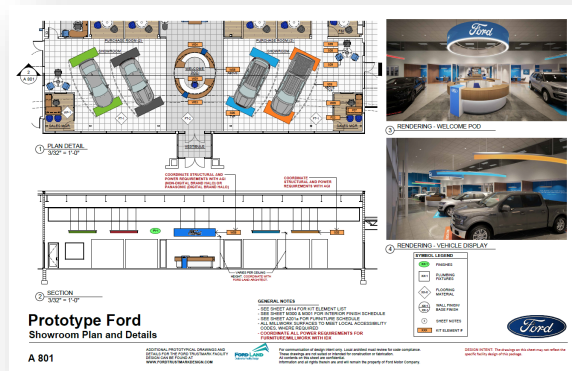
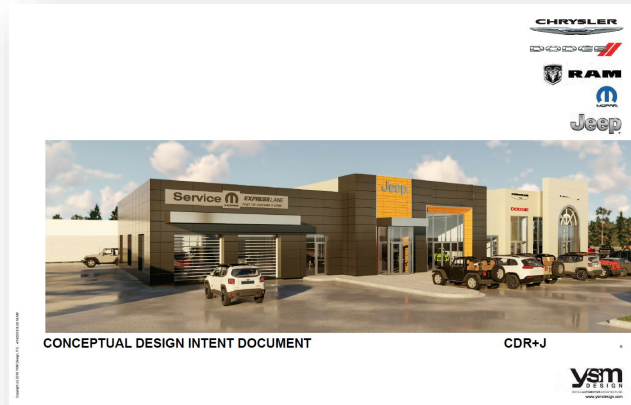


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# RECEIVING YOUR DID BOOK

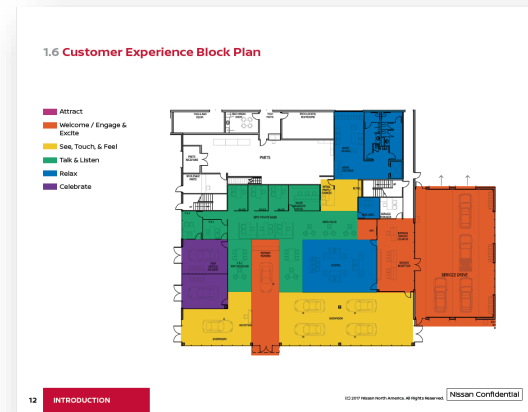
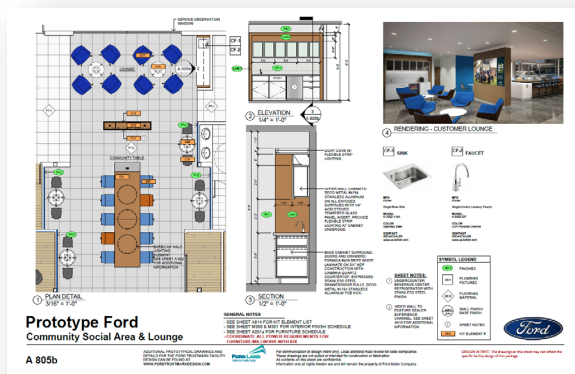
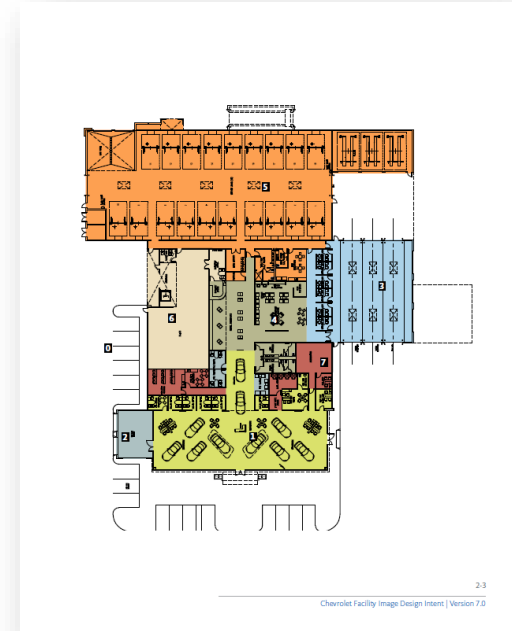
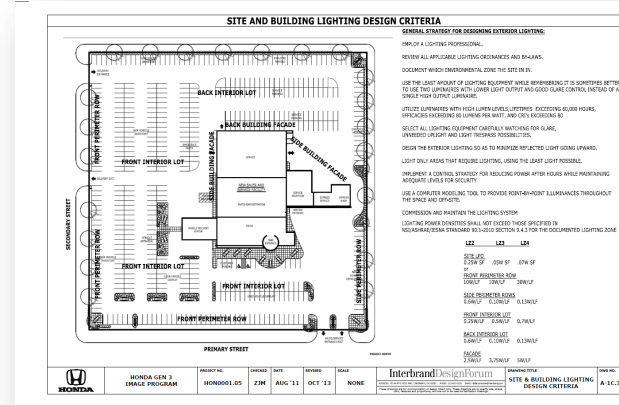
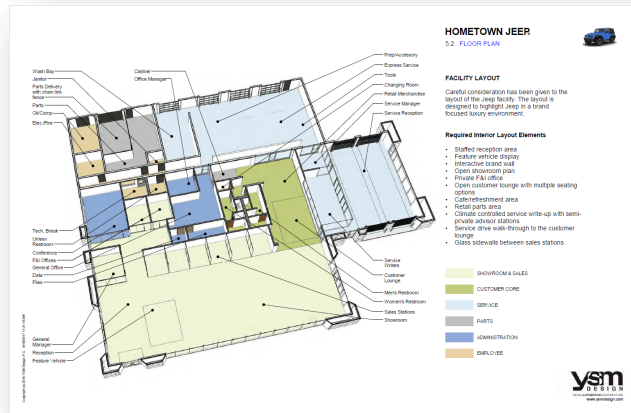
(This is not construction drawings even though you may feel you paid enough for them to be)



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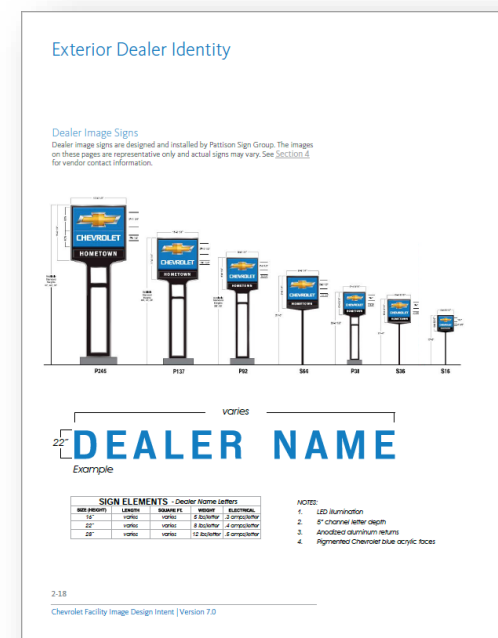
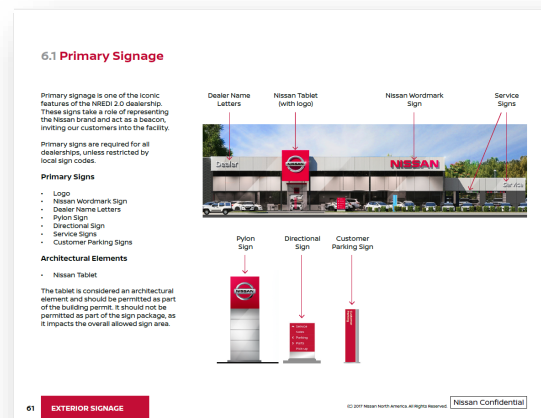
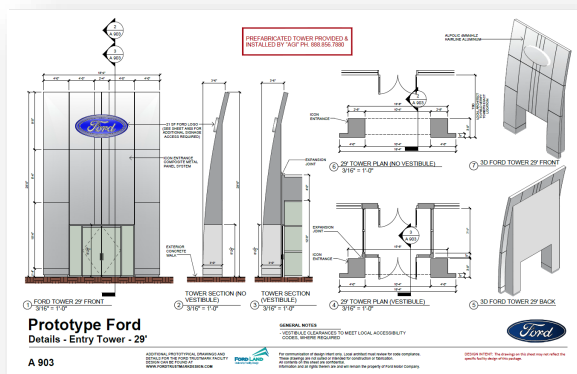
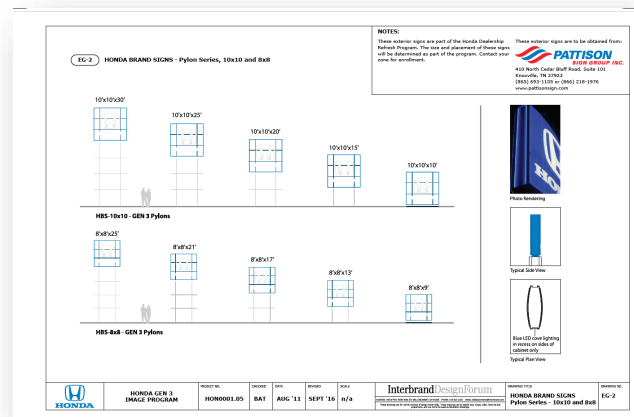
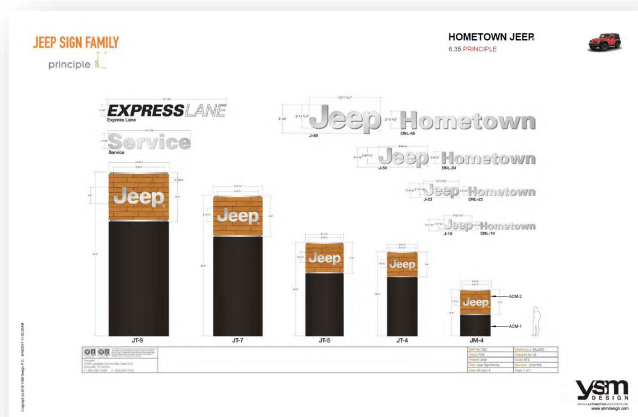
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# EARLY SITE DECISIONS

- Land
  - Not the actual cost, but the costs associated with prepping it
- Exterior Lighting
- Asphalt





# LAND

- Storm
- Electricity
- Sanitary
- Water
- Phone
- Internet





# ALL EXTERIOR LIGHTING

- LED
- Dimmers
- Efficiency
- Security



# ASPHALT

- \$180,000 per ac.

For all  
utilities and  
all exterior  
lighting



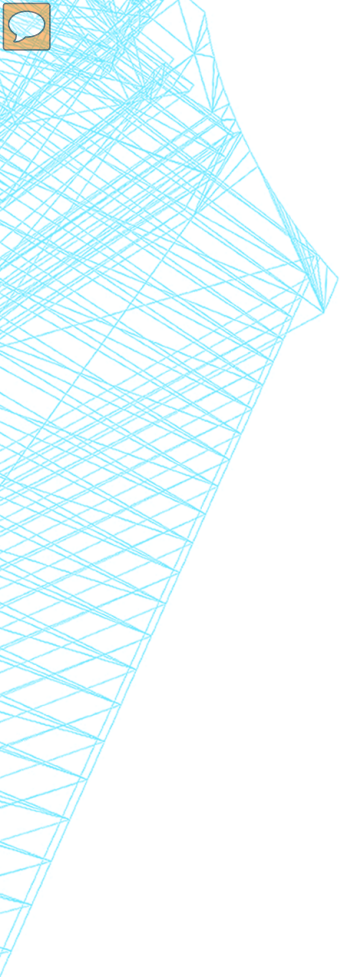


# OTHER BUILDING ADD ONS

- Car wash
- Express Service
- F&I (Back) Products
- Wholesale accounts
- Heavy duty lifts
  - Heavy lifts
  - Oversized bays
  - Pit alignment
- Waste oil burners
- Body shop







# BUDGET GUIDELINES

- Domestics
  - Shop \$65-\$85 Per Square Foot
  - Front of House \$122-\$135 Per Square foot
- Imports
  - Shop \$65-\$85 Per Square Foot
  - Front of House \$135-\$155 Per Square Foot
- High line
  - Shop \$85-\$95 Per Square Foot
  - Front of House \$175-\$200 Per Square Foot
- NO FF&E



# 3 KEY WAYS TO SAVE MONEY

That are not a part of the building

1. Look for alternates to OEM required
2. Equipment purchases
  1. NADA Sales/ buys
  2. Buy in bulk
  3. Relocate from another store
3. Lighting
  1. Interior
  2. Exterior

# 3 KEY WAYS TO SAVE MONEY

That are not a part of the building

1. Look for alternates to OEM required



HermanMiller

\$\$\$\$

VS



Generic

\$



# 3 KEY WAYS TO SAVE MONEY

That are not a part of the building

## 2. Equipment purchases

1. NADA Sales/ buys
2. Buy in bulk
3. Relocate from another store



# 3 KEY WAYS TO SAVE MONEY

That are not a part of the building

## 3. Lighting (security)

1. Interior
2. Exterior

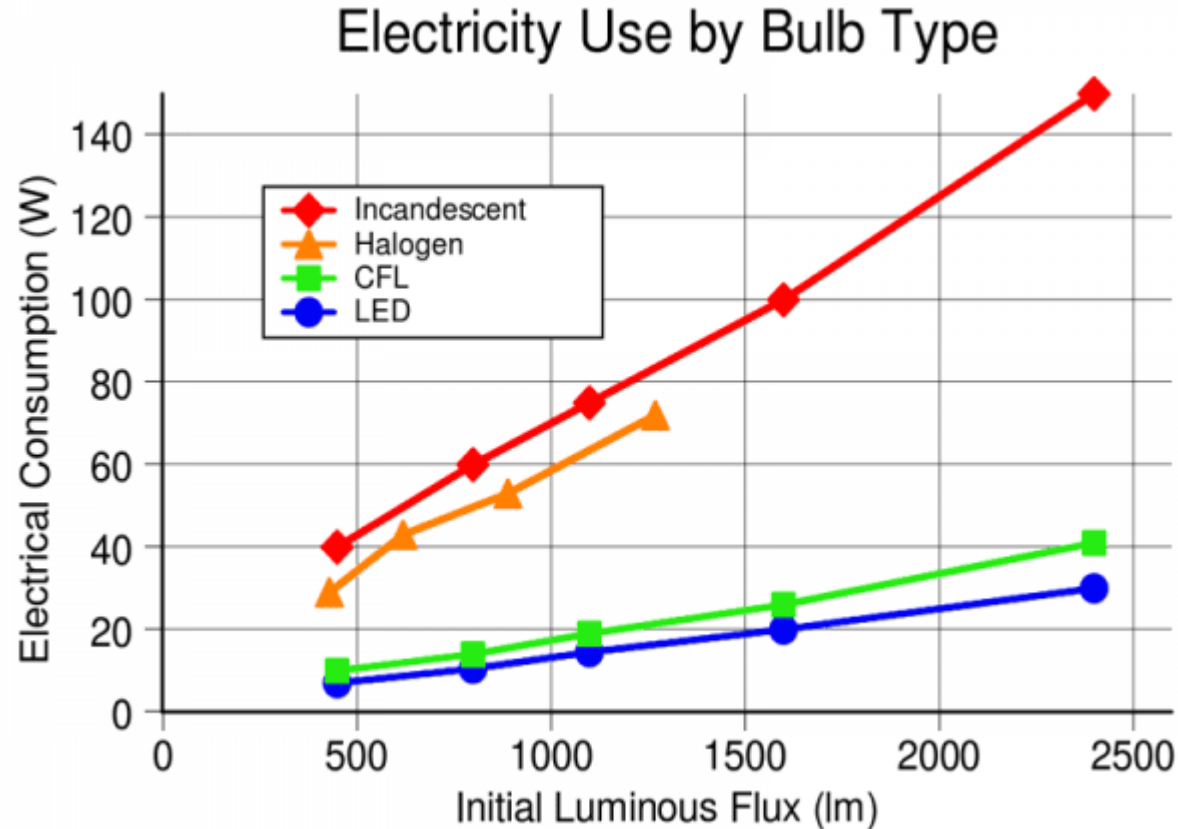


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That are not a part of the building

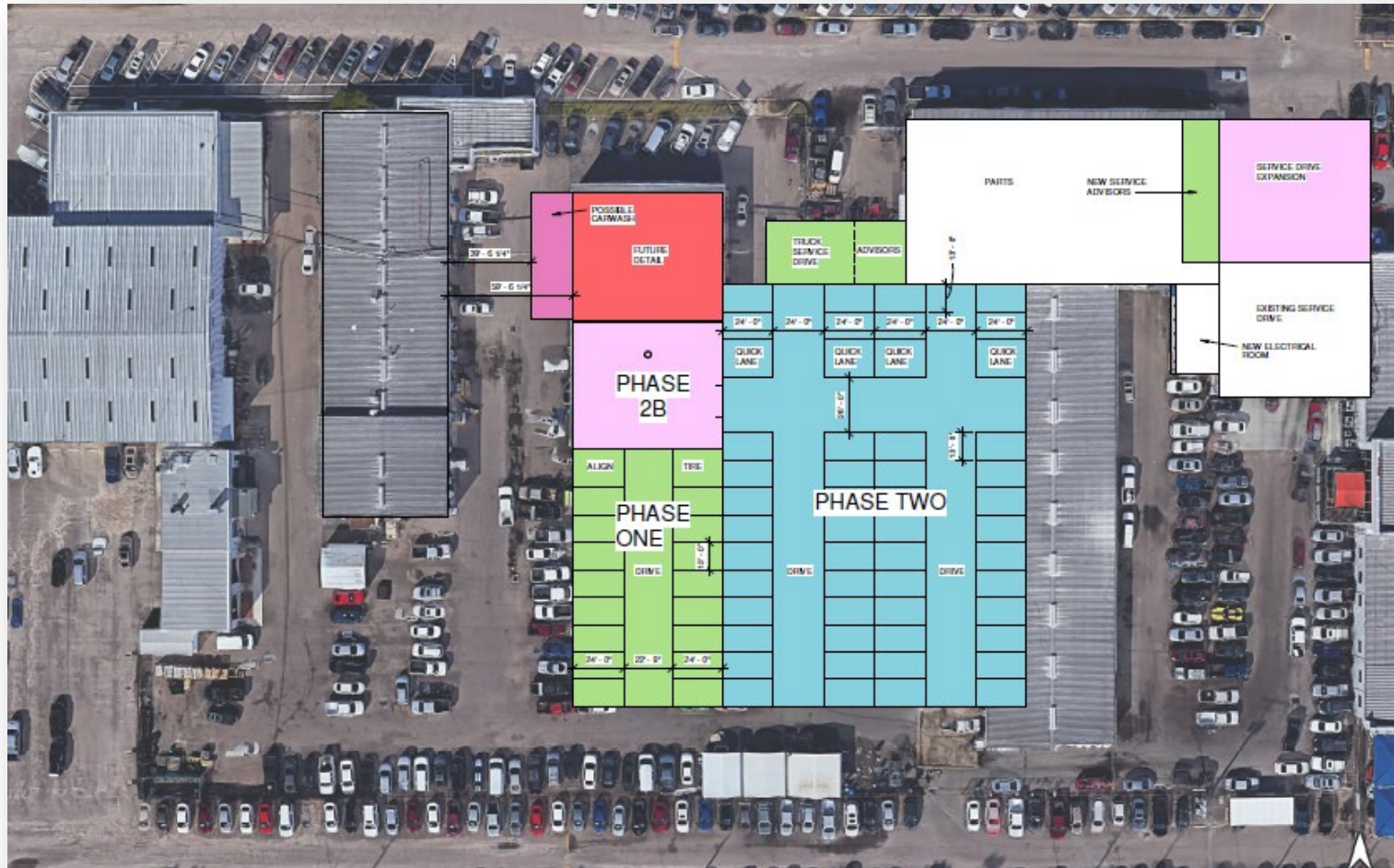
## 3. Lighting (Power Savings)

1. Interior
2. Exterior





- Phase your project as needed



# STAYING OPEN DURING RENOVATION

Must haves:

- Clean restroom
- Coffee
- Parts
- Sales
- Waiting
- Signage





# 5 TACTICS TO INCREASE GROSS DURING CONSTRUCTION

1. Adjust your advertising to make it to seem like you're excited



# 5 TACTICS TO INCREASE GROSS DURING CONSTRUCTION

2. Place a rendering with sign near your employees, waiting area, and on major roadway





# 5 TACTICS TO INCREASE GROSS DURING CONSTRUCTION

## 3. Construction open house

- Ladies night
- Cars and Stars evening
- Old/ New dealership walk

## 4. Job Fair

- New Techs
- New F&I
- New Service advisors



# 5 TACTICS TO INCREASE GROSS DURING CONSTRUCTION

## 5. Grand Opening!

- Capitalize on this you only get one
- Press
- OEM Execs
- Give always
- Partner with a charity
- F&I specials
- Raffle



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- Type in chat!

