

# Introduction to Going Multi-store

*with Greg Bunch*



Online Video Training Course for auto shop owners  
looking to expand their business.

**TRANSFORMERS**  
Institute

## The time to grow your business is now!

Greg Bunch brings the wisdom and expertise to this one-of-a-kind online training program designed to help you grow your business by adding additional locations. Whether you think you're ready or not, this jammed packed series is for you.



### Transformer's Video Tool 1

#### Intro Part 1: **Trends and the Consolidation Wave**

Consolidation is here and the opportunities are abundant! Are you prepared and properly positioned to survive the wave and thrive? We can learn to be profitable and grow, even with changing trends.



### Transformer's Video Tool 2

#### Intro Part 2: **Where are you going..and Why?**

Knowing your 'why' and your destination is key to moving forward and achieving your dreams. Greg addresses the transition that's possible and necessary to successfully move into multi-store ownership



### Transformer's Video Tool 3

#### **Common Barriers to Growth**

Every multi-store owner has had their own obstacles to overcome before they could scale their business and thrive. Multiple barriers to growth are addressed here.



## **Transformers Video Tool 4**

### **Culture, Leadership, and your Team**

Healthy culture, good systems, and great people are crucial to business growth. Growth can be scary, but it's absolutely possible, and it sure does help to journey with others who have done it. Surround yourself with a good, well-rounded team for smoother growth.



## **Transformers Video Tool 5**

### **SWOT Analysis**

An analysis of the 7 areas of a business can be useful to shed light on which areas of your business should be shored up for better scalability. Here, Greg walks through an example of some SWOT results and how to use them to take action and improve.



## **Transformers Video Tool 6**

### **People...our most valuable commodity**

Caring and providing for our team is critical to a healthy business and the ability to grow. We can all be creative to attract and retain good talent and faithful customers. Also, we address some myths and a financial stewardship aspect.



## **Transformers Video Tool 7** **Time and Results**

Successful multi-store owners learn to manage their time well in order to maintain a healthy work/life balance. A couple of growth myths are also debunked. Balancing your attention on your schedule, money, and KPIs is crucial to moving toward expansion.



## **Transformers Video Tool 8** **The Acquisition Deal**

Where do you find opportunities and how do you know if it's an ideal acquisition for you? There are many facets to consider and, here, Greg presents some 'how to' ideas and many resources that can be helpful.



## **Transformers Video Tool 9** **Acquisition Deal continued**

Doing your due diligence with the acquisition search, discovery list, and asking questions can help you avoid many pitfalls and even discover some 'bargaining chips' that can sweeten your new deal. Going into a potential deal with your eyes wide open is invaluable, as is choosing the correct financing option.



## **Transformers Video Tool 10** **Common Pitfalls**

Warranty work, pre-sold services, and pace of transition are among many common pitfalls that can slow or derail the profitability of your new deal. Successful multi-store owners have a plan for these things. Here, Greg walks through a real shop acquisition case study.



## **Transformers Video Tool 11** **Real Estate and Lease Tips**

Marketing is touched on. Always a must, yet ever-changing, so stay sharp. Multiple real estate purchase and lease option strategies are covered here. Many tips that have been learned and experienced over years of business are also offered.



## **Transformers Video Tool 12** **Sample Deal**

Grab your workbook! Together, we'll flip through and look at a real sample of the materials handed over from a potential acquisition. Implementation and negotiation tactics are also discussed.



Greg Bunch is an automotive industry entrepreneur and a successful multi-location shop owner. He is also an industry-leading speaker, trainer, and consultant who founded the Transformers Institute. Greg's automotive journey began in southern California where, as a teenager, he fixed Volkswagens as a hobby. He became a master technician and has also been a service advisor and a manager before making the transition to starting his own shop. He has since grown it to a multimillion-dollar company that has sold over \$70 million in service since he opened his doors in 2001.

His journey has led him to share his knowledge by serving on the boards of Ratchet and Wrench magazine and the Automotive Institute of Science and Technology. Greg's unique approach to life and business has inspired people to work hard to become the best that they can be. His mission is to 'transform' the auto repair industry while helping others do the same.

Greg resides in beautiful Colorado with his wife Elaina and has five children, and eight grandchildren. He enjoys spending time with his family, exploring the great outdoors of Colorado, off-roading, performance driving, and traveling.



# TRANSFORMERS Institute

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