

SEPTEMBER 2025

MOBILE

magazine

EMPOWERING DEALERS.
MOBILIZING SERVICE.

The Remote Service
CSI Connection



By Nolan Armpriester

Sage Advice from the #1 Ford Mobile
Service Dealer in the US!



Feature Article

Ford Mobile Offset Incentives: CRAZY!!!...Like a Fox.

**NEXT >
LEVEL**

America's Mobile
Service Authority

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



LETTER FROM THE EDITOR

I KNOW it's going to work.

In my travels as a Remote Service Consultant and Workshop Facilitator, I encounter all manner of crazy reasons (excuses) why Mobile Service or PDEL will not work in a particular Dealer or market: "The Mobile vans are too expensive, there is no demand, it's not profitable, it's unsafe, inefficient, it's a fad that will soon pass, blah blah blah." BULLOCKS I SAY!

Let me tell you now it's all **NOISE**.

I learned the secret to making Mobile Service work my very first day on the Ford Mobile Service Launch and Field Training Team back in 2020.

WILLINGNESS: We were trained that if the Dealer is simply **WILLING** to make the initial financial investment. **WILLING** to dedicate personnel and resources. **WILLING** to treat Mobile as a separate business from their brick and mortar service business. **WILLING** to show the same patience they did when they were launching their Dealership. **WILLING** to trust industry professionals to implement best practices. And finally, **WILLING** to "water their garden" with a reasonable marketing budget and professional sustainment training. They **WILL** be successful.

If the Dealer is **WILLING**. I CAN PERSONALLY GUARANTEE that Mobile works 100% of the time. **PERIOD**. It's not a crapshoot. There is no luck involved. It's simply like the Brad Pitt movie *Moneyball*. Do a million little things right and stick to the plan. Show me an unsuccessful Mobile Dealer and I will pick out a dozen things they weren't **WILLING** to do to be successful.

So, are you WILLING to be successful with Mobile Service?

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,



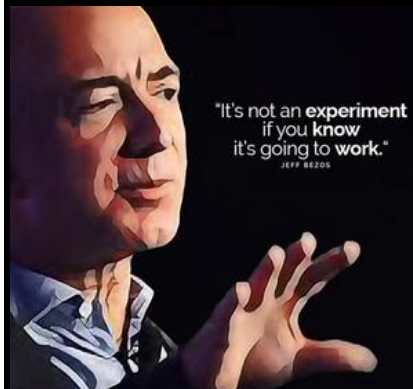
FOUNDER, MOBILE NEXT>LEVEL

john@mobilenextlevel.com | 727 . 239 . 8920

OUR DEALERS

6 of the TOP 20 Volume Mobile Service Dealers in the U.S. chose GEO>TECH by NEXT>LEVEL as their Mobile Service Appointment Scheduler. **These Dealers AVERAGE over 1,000 Remote Service repair orders per month.**

> | WWW.MOBILENEXTLEVEL.COM | 727 . 239 . 8920



Coming this Fall



**REMOTE SERVICE
RUNDOWN
>PODCAST**

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WHAT'S IN A **NAME?**



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

1

GOAT YOGA 2015



INITIAL PUBLIC RESPONSE

"OY...SO RIDICULOUS...couldn't we come up with another means to provide exercise resistance? Do we think the goats like this? Shouldn't there be a PETA intervention?"

Goat yoga, which combines traditional yoga with the presence of goats, originated in 2015 in Gilbert, Arizona on a farm owned by April Gould and Sarah Williams. They combined their love for yoga and goats, creating an experience where baby goats roamed and interacted with participants during yoga classes.

SINCE THEN

Goat yoga studies indicate lower stress, happier moods, increased core strength and flexibility. **MILLIONS** now practice goat yoga annually. PETA seems unmoved.

2

24-HOUR NEWS 1980



INITIAL PUBLIC RESPONSE

"UGH...I don't even watch the 6PM news!...TOO depressing. Why on EARTH do I need 24 hours of gloom and doom?"

SINCE THEN

The "NEWS" is now big media's OPINION of the news. So, MILLIONS of viewers tune in to drink their preferred flavor of Kool-Aid and get their daily ration of gloom and doom.

FOX, CNN, and MSNBC combine for MILLIONS of viewers and BILLIONS in annual ad revenue.

3

TIMESHARES 1965

INITIAL PUBLIC RESPONSE

PT Barnum once famously said "There's a sucker born every minute." DEF APPLIES HERE. So, let me get this straight...you want me to spend TENS of thousands or more for a depreciating asset I can only use a week or two per year. Then I have to deal with maintenance and special assessments...AND...what if I don't want to vacation in Orlando EVERY YEAR????!!



SINCE THEN

On the plus side, timeshares deliver affordable vacations, guaranteed accommodations, ability to trade weeks with other timeshare locations, and potential for rental income.

The timeshare industry in the U.S. generated \$10.5 billion in sales volume in 2022, which was a 30% increase from the previous year. The average sales price for a vacation timeshare in the U.S. was \$24,170 in 2023.

4

THE BIG (DUMB) CUP TREND 2020



INITIAL PUBLIC RESPONSE

"EYE ROLL...to the proliferation of the adult sippy cup! So, the Pied Piper (AKA TikTok) has sprinkled their Sheeple Dust on big clunky metal cups and now folks are flocking to lay down their \$40+ for a trendy hydration vessel that matches their outfit. Consumer benefits include - "wealth signaling", status, and "quiet luxury". Hmm DOUBLE EYE ROLL.

SINCE THEN

In 2023, Stanley revenue reached \$750 million. This is a significant increase from \$70 million in 2019. Popularity, fueled by social media trends, played a major role in this surge.

STILL **ANOTHER** 5 DUMBEST IDEAS EVERRRR

5

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**

MOBILE UNIT UPFITTING

PROUD PARTNER OF



AGA Tools
& PRODUCTS
MADE IN USA

RAPID > FIT™

MOBILE SERVICE UNIT UPFITTING BY NEXT LEVEL



OUR EDGE

NEXT > LEVEL®

America's MOBILE SERVICE Authority™

RAPID > FIT™
MOBILE SERVICE UNIT UPFITTING BY NEXT LEVEL

**LEGACY
UPFITTERS**

SPEED

21-DAY AVERAGE

84-98 DAYS

QUALITY

**ON-SITE INSTALLATION
QUALITY INSPECTION
HANDS-ON EQUIPMENT TRAINING**

**UNIT SHIPPED TO UPFIT FACILITY
NO QUALITY INSPECTION
NO HANDS-ON EQUIPMENT TRAINING**

PRICE

\$45,889*
OIL CHANGE UNIT

\$87,490*
TIRE & OIL UNIT

\$50,112-\$60,887*
OIL CHANGE UNIT

\$97,790*
TIRE & OIL UNIT

**INCLUDED
EXTRAS**

**3-MONTH SUBSCRIPTION APPOINTMENT
SCHEDULER**

GEO > TECH
MAX EFFICIENCY MOBILE APPOINTMENT SCHEDULER

NONE

*Van purchased separately.

*Van purchased separately.

FORD MOBILE OFFSET INCENTIVES:

by John Schmidt

Author's Note

I spent 18 years as Service Director at a large Ford Dealership in Clearwater, Florida before joining the Ford Mobile Service Team as a Launch and Field Trainer in 2020–2021. What follows is my first-hand perspective on Ford's Mobile Service Offset Incentives—one of the most ambitious and controversial programs Ford has ever rolled out.

First Impressions: "What is Ford THINKING"?

When Ford Motor Company announced its Mobile Service Offset Incentives, my jaw hit the floor. Dealers were going to get paid the equivalent of one flat-rate hour at their warranty labor rate for **every single Mobile Service repair order** on top of the actual revenue from the RO.

No restrictions at first: customer pay, warranty, even competitive-make vehicles. The math was staggering. Aggressive Dealers could rake in **six-figure bonuses monthly**. But, my shock quickly turned into curiosity. Because I'd seen something a LITTLE like this before.

Déjà Vu: Hit to Win

In 2021, Ford introduced a contest called "Hit to Win". The goal was simple: spark Dealers into either starting or scaling their Mobile Service business. Prizes were generous—five figures each month for the top performers. I thought, "This will light a fire." Boy, was I wrong! Instead, over 50% of Dealers recorded **zero** ROs during the contest. Another 15% barely participated. Only a handful leaned in.

That experience taught me something: short-term contests don't move mountains. Behavior change at the Dealer level is expensive, uphill, and requires sustained investment.

The Gasoline on the Fire

By 2022, I founded NEXT>LEVEL to help Ford Dealers with advanced coaching and Mobile Service scheduling. When Offset launched, the difference was night and day. ***Offset wasn't a spark—it was a tanker truck of fuel dumped on the fire. Suddenly, Dealers who had resisted were all in. Mobile Service finally had traction—and Ford was writing the checks to make it stick.***

Why Offset Worked

This wasn't Ford's first rodeo with bold customer-experience moves. In the 1980s-1990s, Ford pioneered:

- Motorcraft Fast-Lube quick oil changes
- Evening and Saturday hours
- Around-the-Wheel MPI forms
- Subsidized loaner programs

The ROI Equation

So, what's Ford's payoff? Simple:

- **Parts sales**
- **Truck sales and fleet retention**

CRAZY!!!...LIKE A FOX.

Ford Pro Centers are betting big on commercial fleet, but most Dealers struggle to build and retain fleet business. Offset changed that dynamic overnight. Suddenly, Dealers are now chasing fleets, knocking on doors, and winning new accounts.

Critics and Course Corrections

Yes, some Dealers gamed the system. But, let's be honest—every car guy/girl knows how to work a pay plan. Ford anticipated that. By 2025, they added sensible rules:

- The vehicle must be a Ford
- A Ford part must be billed

Reasonable. Sustainable. And, as for the naysayers predicting Dealers will quit Mobile Service once Offset ends? I don't buy it. Dealers are seeing real benefits:

- Higher CSI
- Lower loaner costs
- Faster response on connected vehicles
- More fleet customers retained
- Stronger recall penetration
- More parts and labor sales

The Naysayers

Some Dealers still say, *"I'm not going to participate because when incentives end, it won't be profitable."*

That thinking is a mistake. Offset represents millions of dollars over its run—more than enough to pay for multiple Mobile Service units. And, beyond the money, the market itself has shifted. Customers now expect **delivered convenience**. Ignore that at your peril.

Crazy Like a Fox

Ford was crazy to launch Offset. Crazy like a fox. Offset didn't just incentivize Dealers—it **changed their behavior**. It rewired how they think about service delivery. And, in doing so, Ford secured a long-term competitive edge:

- More trucks sold
- More parts moving
- Commercial fleet retention

Dealers win. Customers win. Ford wins. Offset wasn't frivolity. It was foresight. And history may remember it as one of the boldest bets Ford ever made.

Closing Note

Incentives will one day end.

But, the Dealers who've embraced Mobile Service will already know: the model works.

The real winners will be the ones who used Offset not just for revenue—but for reinvention.

GAME CHANGING TECH >

MOBILE APPOINTMENT SCHEDULING TOOLS

ROUTEWIZARD™

The Route Wizard is our most economical Mobile Service scheduler. It divides your service market into geo-zones, sets up available service days, times, and mobile unit assignments. By entering a customer's address, it suggests correct days, times, and units every time. Using APPOINTMENT CLUSTERING TECHNOLOGY, it reduces driving time and miles by 25-32%.

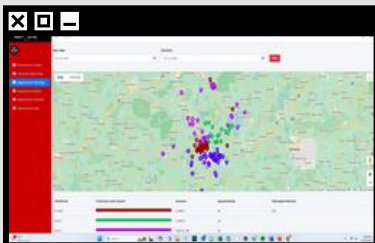
It works with any DMS and requires no training!

GEO>TECH™

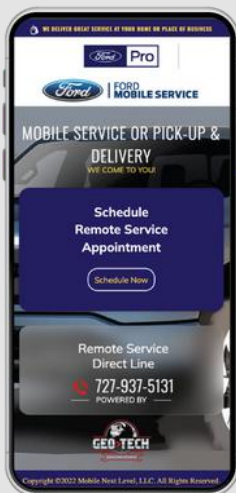
MOBILE SERVICE INTELLIGENCE

GEO>TECH is our full-suite Mobile Service scheduler with the key features listed below

Appointment Clustering ETA Calculation Route Optimization Appointment Limiters Automatic Tech Dispatch
Appointment Heatmap Appointment Calendar Technician Locator



Customizable User Interface



Tech Mobile App



- Unique URL for each Dealer
- Semi-Customizable Landing page and colors for each Dealer
- Customer-facing QR promo code or click through from Dealer's Website
- Internal Scheduling Tool for Dealer MS Coordinators or Third-Party BDC
- Access from PC tablet or smartphone
- Remote Service Dual Interface: Schedule Mobile AND PDEL from the same portal
- Super intuitive process with MINIMAL training required to set the PERFECT Mobile Service appointment EVERY TIME

THE FUNNY PAPER



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.

I HOPE YOU ENJOY THEM AND GET A CHUCKLE! -John Schmidt



MEANWHILE...
ACROSS TOWN...

LOL!

ARE
YOU
KIDDING
ME?



MORE FUNNIES TO COME!

THE REMOTE SERVICE CSI CONNECTION

by Nolan Armpriester

We all know that guest satisfaction is not only a metric that we measure on a daily basis, but it is also a guide and a window to see how our guests perceive our stores and the services we provide. We also all know that it is critical to have a robust, active delivery process in our stores to ensure guest satisfaction on each visit. As directors, managers, etc., we develop and create these processes to be based on clear communication and expectations to be set by the advisor on each guest visit to ensure the guest leaves satisfied each time, but we are still missing the point. We are still forcing our guests to do business on our terms instead of doing business on **their** terms, as most dealers still rely on traditional brick and mortar services to offer their guests. The problem with this business model is that it is inconvenient for our guests to take time out of their day to have services performed and, to be honest, we need to do better as dealers to offer a solution to guests that don't have the time or patience for an in-store visit.

By offering remote services to our guests, such as mobile service and pick-up and delivery, we eliminate the inconvenience experienced by our guests and we offer an alternative that is both easy and seamless in their busy days. By doing **business on our guests' terms - where they want, when they want - we make the experience and transaction easy** for our guests and we open their eyes to the future of what a service visit can be. No longer do guests have to spend hours in a store waiting on their vehicle or waiting by the phone for the call that the job is done. Now, guests are empowered to do business in a way that fits their schedule without disrupting their day. Guests no longer have a reason to complain about the amount of time they spend in the store or any difficulties getting an appointment in a timely manner. Again, the power is now in their hands.



Nolan has 20+ years experience in Fixed Ops and Dealership management. He has been recognized with the Ford Motor Co. employee excellence award multiple times and has built the #1 volume Mobile Service department in the nation from the ground up.

What has been found, though, is not only is mobile service growing at an exponential rate due to its convenience, but guest satisfaction is through the roof when remote services are used. Guests are receptive to filling out the surveys and are happy to give great scores because we've made the experience seamless and easy for them by changing our business model. If you are still on the fence about mobile service, I would highly recommend you get started now and watch how your satisfaction scores go up just from your mobile appointments alone. Most dealers will tell you that there will be months where you will have perfect guest satisfaction scores on mobile service appointments because our guests appreciate that we have acknowledged the inconveniences caused by in-store visits at times and have pivoted our businesses to **accommodate each guest in a way that works for them**.

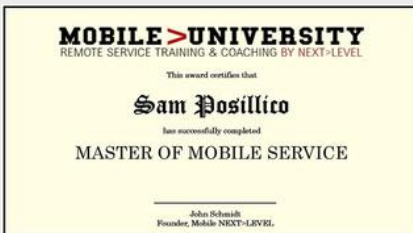
There is no denying the direct correlation between mobile service and guest satisfaction. By offering a remote solution to our guests and, with our advisors and coordinators setting the guests expectations with clear and concise communication, the satisfaction scores are simply a byproduct of the processes and structure that we set. I urge everyone to not only get on board with mobile service as it is the future of our industry, but to use it as a way to ensure guest satisfaction and to boost your in-store scores by combining them with your remote experiences. Let's face it, we are in the relationship business, not the car business and it's high time that we realize relationships cannot be one-sided to survive. The pivot and chance to do business outside of our walls is the next **great opportunity both for growth and guest satisfaction and the time to act is now**.

MOBILE U >

THE ULTIMATE **MOBILE** EDUCATIONAL PROGRAM

VIRTUAL CERTIFICATION COURSES

FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP



COURSE FEATURES:

- Bi-Weekly 30-60 minutes
- Recorded Material & Live Instructor
- Certification Post-Test
- Individual Dealer or Mixed Group

20 VIRTUAL COURSE CURRICULUM:

- Financials: Profitability calculations, KPI's, and forecasting
- Max-Efficiency scheduling and routing
- Business Development: Commercial Fleet, DMS, Recall and Maintenance
- Recruiting, Compensation, and Retention
- Process Development: All steps
- Mobile Friendly Menu Development
- MPI and Additional Sales: Process and Strategy
- Seamless Mobile Service / Pick-up & Delivery
- Recall Harvesting
- Elite Dealer Best Practices



MOST AFFORDABLE & SUSTAINABLE

ON-SITE & REMOTE TRAINING

FOR MS COORDINATORS, TECHNICIANS & LEADERSHIP



IMMERSIVE & TRANSFORMATIVE



**FREQUENCY & ACCOUNTABILITY
=SUSTAINABILITY**

BEST FOR:

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

WHAT WE DO:

- 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

MOBILE > UNIVERSITY
REMOTE SERVICE TRAINING & COACHING BY NEXT-LEVEL

WHAT'S IN A NAME?

NEXT > LEVEL®

America's MOBILE SERVICE Authority™

It's EVERYWHERE

The term “next level” is so common that saying it almost triggers a shot (drinking game) or a quarter in the jargon jar. I knew it was a popular term when I was deciding on a company name. But, I sorely underestimated its popularity. Just like when you name your child or buy a new car...all of the sudden, you hear and see it everywhere. It's inescapable...like, when I am watching TV. In fact, I see it so often in TV subtitles, I started collecting screen shots. I have quite a few of them now and thought it would be fun to share these “Unintended Celebrity Shout Outs” here as a monthly feature...see below!

But first things first, here's how it all came about...

The **NEXT > LEVEL** brand concept came to me in 2021 when I was a Mobile Service Launch and Field Trainer for Ford Mobile Service. I was considering starting my own Mobile Service consultancy and literally thinking to myself “**there's GOT to be a next level of Dealer support.**” At the core of our brand is the “greater than” sign. It means “**what is NEXT is greater than what is today.**” The **NEXT > LEVEL** brand, along with the “greater than” symbol, are protected U.S. trademarks for Automotive Mobile Service Software and Training, meaning that even though it's a common term, another entity cannot legally use the name “**NEXT > LEVEL**” in the same space.

What does it all mean?

Collectively, our name and the “greater than” sign intend to convey our ambition and dedication to a forward-thinking and continuous improvement approach to remote service and a high level of Dealer satisfaction.



Marshawn Lynch

