

SEPTEMBER 2026

RAPID>FIT

MOBILE

magazine



VAN OF THE MONTH!

THE MOBILE SOFTWARE ISSUE

**INSIDE:
MYTHS VS MUSTS**

**NEXT >
LEVEL®**

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



LETTER FROM THE EDITOR

NO BullSchmidt

In the 1990's, as a young Service Manager, I was a member of an NCM Dealer 20 Group. The experience was truly transformational in my career - a few days out of the store every quarter...the opportunity to learn from people wiser and more experienced than me. And also, of utmost importance...the jarring exercise of seeing my numbers laid bare against those of my fellow members.

In each meeting we were required to present our "Best Idea" to the group. In each presentation, my fellow Dealer members would share the idea and the resulting improvement in their metrics.

One of the members of note was Gary, an FOD with an auto group in the midwest. Gary was by all accounts, intense, but didn't speak unless he was passionate about a particular topic. He was also one of the most astute members in the group.

Gary wasn't shy when he felt another member was pitching a "Best Idea" that didn't track.

And often, when Gary had heard enough of a non-sensical idea, he would stand up, slam his hand down on the table and yell "Bull \$h!t" at the top of his lungs. In real-time it was simultaneously comical and terrifying. Then he would proceed to dismantle the alleged "Best Idea" and expose it for the crock that it was.

As a young man, I found his objection to be offensive and unnecessary. Now, as an older, wiser man who has pretty much seen it all, I see the wisdom of Gary's tirade.

When you get a belly full, you gotta call it out.

And that's what the feature article in this issue is all about.

The truth as I see it.

I'm sure this will aggravate some people, but it needs to be said.

Cheers Y'all!
js



John Schmidt

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"In every single day, in every walk of life, **ORDINARY** people accomplish **EXTRAORDINARY** things."

-Jim Valvano
"Jimmy V"

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.**

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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

MOBILE SOFTWARE:

MYTHS VS MUSTS

BY JOHN SCHMIDT

BIG BOX SAYS

NEXT>LEVEL SAYS

01

“Mobile Dealers need scheduling software on day one.”

NO. On day one, the priorities are sound processes, team buy-in, converting suitable service calls to mobile appointments, and making customers aware that Mobile Service exists. Start booking appointments immediately. Do not let a new software rollout slow the team down. Once a Dealer average about three Mobile appointments a day, routing and capacity become more important. That is the point to consider dedicated scheduling software.
Crawl. Walk. Run.

02

“Dealers should expect to pay \$1,500 to \$2,000 per month for effective Mobile Service scheduling software.”

GET REAL. A new Mobile Service operation should have a price structure that fits its stage of growth. High monthly fees and, in some cases, charges per repair order, can make a Dealer hesitate before the program has had a chance to prove itself. Compare the full cost with the actual appointments, miles, and staff time the platform helps save. Software must earn its place in the budget.

03

“Typical activation fees run from \$2,500 to \$6,000.”

SAME PROBLEM. A large activation charge adds friction at the moment a Dealer is already investing in the van, equipment, staffing, training, and customer awareness. Ask exactly what onboarding includes, how long it takes, and what measurable value the fee delivers. The price of getting started should make sense for a start-up Mobile operation.



MOBILE SOFTWARE:

MYTHS VS MUSTS

CONT'D

BIG BOX SAYS

NEXT>LEVEL SAYS

04

“Scheduling software is the primary driver of accelerated Mobile Service growth.”

NOPE. The Dealer team drives growth. Consistent marketing, strong appointment conversions, and a real commitment to offering Mobile Service at every appropriate opportunity build volume. Effective scheduling software can add capacity by clustering appointments and reducing drive time. AI outreach may accelerate demand, too, when a dedicated team can respond, convert, and deliver the work. Technology amplifies a working operation; people build it.

05

“Dealers want the most sophisticated software available to minimize staff intervention.”

NERP. Great Dealer teams need room to make decisions. A technician runs late, a customer changes plans, a fleet opportunity appears, or the day's priorities shift. The team must be able to pivot quickly. Staff turnover also makes a steep learning curve costly. Dealers need software that is simple to learn, flexible in practice, and clear about when a person should take the wheel. Think cruise control, not an autonomous vehicle.



The Rocket
Launches
October 2026

NEXT>LEVEL'S

VAN OF THE MONTH

Series

3 CDJR Mobile Auto Glass Vans!

Welcome to Mobile Magazine's newest feature, Van of the Month (VOM), where we showcase exceptional Mobile Service vehicles and the talented teams behind them.

This month, we are excited to showcase a successful FIRST-TIME project...Mobile Auto Glass Van Upfits!

A little while back we were challenged by one of our very progressive Dealer groups. "Do you think you guys could upfit some Mobile Auto Glass vans for us?"

Never to back down from an exciting new challenge, we said "sure we can!"

The fact that we had never built a glass van before did not deter us!

We went to work, doing research on the Safelite van model, as well as several independent Mobile Auto Glass operator's van layouts.

With immense self-satisfaction we delivered our design mock-up to the Mobile Glass Manager. To our surprise, he said "there's too much stuff in this van design. Less is more!" Then, he took us to school about the value of keeping it simple and giving the Glass Technician as much floor space as possible. It was a great learning experience for the Rapid>Fit Team, we pivoted, nailed it, and the Dealer was THRILLED with the final product!



RAPID>FIT
by NEXT>LEVEL

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More!**



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TECHS LOVE IT

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- ✓ Machine shuts off automatically when done.



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Sell at same intervals as current chemical service.



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GO MOBILE!

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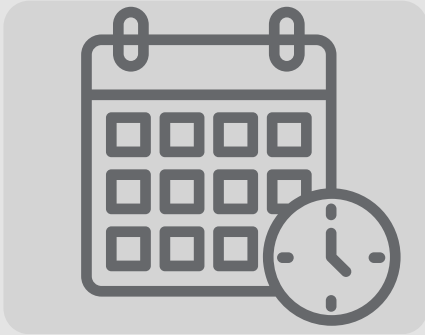
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ADVANCED MOBILE SERVICE PROGRAM STRATEGIES

FULL-STACK MOBILE SERVICE SOLUTION



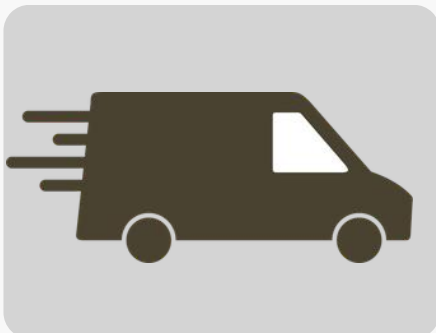
SCHEDULING SOFTWARE

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.

Click each icon for more info!

LET'S TAKE YOUR BUSINESS





PARTNER PROPS!

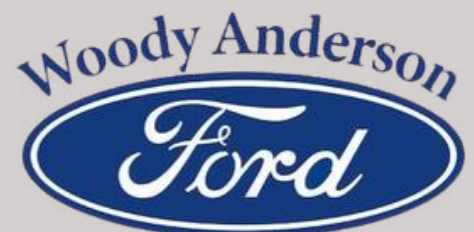
INDUSTRY PARTNERSHIPS

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



NEXT > LEVEL FANS

Proudly Serving Industry Leaders



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



MORE INSANITY TO COME!

MORE

DUMBEST IDEAS EVERRRR

FURBO 2016



INITIAL PUBLIC RESPONSE

OK, I'm confused...isn't the purpose of having a pet to spend time PETTING it?

I mean, if you're gonna leave it alone all day, should you even OWN a dog?

Verdict: NOBODY is going to buy this dumb thing...

SINCE THEN

- Annual Revenue: Tomofun's revenue hit US \$32.5 million
- Company Valuation: Industry estimates place Tomofun/Furbo's valuation at \$150 million to \$200 million
- I guess every dog has his day

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!



Succession



Hey, I'm thinking of taking things to the next level.



EMPOWERING DEALERS. MOBILIZING SERVICE.



LET'S GO NEXT LEVEL.