

G&C AutoBody is an ABRN 2012 Top Shop

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These innovations have created a powerful operational model that today extends to nine locations. Since being named a Top Shop last year, G&C has, in fact, added three new facilities in the California communities of Rohnert Park, Fairfield and Ukiah.



G&C AutoBody

Such strong growth comes with a price, however. Extending a business – particularly a family business – carries with it the potential for instability.

To help keep a grasp on its operations, G&C takes notable steps to hire, train and retain employees in two key positions: estimators and shop managers.

The Santa Rosa facility provides 60,000 square feet of work space.

"Our experience shows that those are the two toughest positions to fill," says Sean Crozat, manager of G&C's Santa Rosa location, who was interviewed for this article. "A lot of turnover here will kill you."

Of those two positions, estimators garner particular attention due to their responsibilities of interfacing with the insurance rep and, perhaps more importantly, overseeing the repairs they write. "They own the repair," Sean says.

The Rohnert Park location was one of three that G&C added in 2012.

G&C therefore takes pains to hire the best people for the job. Estimator candidates go through two interviews and have their references thoroughly checked. The shop also spends an entire day "auditioning" them before hiring. G&C looks for an accurate estimate, along with specific personal traits – intelligence, ability to learn quickly and a high energy level.

Estimators who do make the cut take part in a bonus program – accounting for a significant part of their pay – that uses a pay formula that looks at both an estimator's throughput (cycle time) and CSI scores. The

NAME	G&C AutoBody
WWW LOCATION	Santa Rosa, Calif
EMPLOYEES	75 staff, 65 independent contractors
SQUARE FOOTAGE OF SHOPS	Santa Rosa 60,000; Windsor 15,000; Petaluma 22,500; Rohnert Park 22,500; Ukiah 18,000; San Rafael 22 always with 30,000; Ukiah 22,500; Fairfield 18,000
RATE PER SHOP	Santa Rosa 50, Windsor 22, Petaluma 24, Rohnert Park 18, Ukiah 22, San Rafael 22 always 30, Fairfield 30
VEHICLES PER WEEK	200
AVERAGE REPAIR TICKET	\$1,300
ANNUAL SALES	\$10 million



bonus plan for managers is based on the performance of the shop.

Sean says these steps have helped G&C hire and maintain a stable estimating workforce responsible for helping the business push through more than \$30 million a year in revenue.

With a firm handle on such a thriving business, it might seem like G&C is primed to grab as much of the market as it can handle.

Sean cautions that the business's expansion plans actually are fairly modest and are geared at providing the business with something more valuable than money.

"We're building on what my dad has always wanted," Sean says. "We're looking to limit our debt and risks and create a multi-generational shop that offers security for our families. We want a business that lets us spend time with our kids."

Article Categorization

Article Details