



# Dura Slic

## Automotive, RV, and Boat Installation Center Operation Manual

# Detailing Overview

Detailing as a business offers individuals an opportunity that is professionally and financially rewarding. Americans have fast paced lives and are looking for the convenience of having their vehicles professionally cleaned properly. A recent study revealed that 84% of Americans love or like their vehicles, but only 15% of those people actually take proper care of their vehicles. This provides excellent business opportunities for the professional detailer. In 2017 the D.O.T reported that there are 272,500,000 vehicles registered in the United States. This is up nearly 10% from 2007 at 254,000,000 cars registered. That means that if 84% of car owners love their cars that is 228,900,000 vehicles and with only 15% of those people taking proper care of their vehicles, that is a current market of 34,335,000 vehicles being cared for properly by their owner with a still 194,566,500 potential customer. According to Ibisworld a leading industry market research firm reported in 2014 there were 58,754 detail shops in the USA. As of 2019 there are 66,708 businesses. That is over 15% growth in 5 years! A very big growing industry. That averages out to 2916 customers per business if it were equaled out. Still a huge growing opportunity.

## Potential clients

**Individual vehicle owners.** Auto detailing in the U.S. is comprised of 66,708 companies employing 206,127 with an annual revenue of \$12 billion and an annual growth of 2.4%. There will be continued growth in this market.

**New Car Dealers.** Car dealerships are wanting to expand revenue generated on new car sales and are looking for additional services to provide to their customers.

**Used Car Dealers.** These car dealerships need reconditioning and detailing on vehicles to sell to their customers.

**RV Dealerships.** RV's are a big vehicle to take care of and can be a potential high revenue producer

**Auto body shops.** Taking care of detail work before the customer receives the vehicles or after care of a vehicle after it has had paint work.

Car Rental companies, boat dealer, marina, and insurance companies are also great opportunities.

### **Additional revenue streams as a detailing company**

- Complete exterior detailing
- Complete interior detailing
- Engine bay cleaning
- Vapor steam cleaning
- Odor removal
- Glass treatments
- Paint coatings
- Ppf ( paint protection film)
- Leather repair
- Interior repair
- Headlight lens restoration
- Windshield repair
- Spray in bed liner
- Wheel/rim repair
- Paintless dent repair
- Paint touch ups
- Window tinting
- Vehicle wraps
- Retail products in shop
- Sub distributor

- Decal removal
- Overspray removal
- After market install parts

### **Marine and RV detailing revenue streams**

- Complete exterior detailing
- Complete interior detailing
- Vapor steam cleaning
- De contamination/ oxidization removal
- Protective paint coatings
- Leather, vinyl repair
- Bright work polishing
- Teak restoration
- Isinglass restoration

Proper training and certification in your detailing operation is suggested as it separates yourself from a “basic” detailer and adds more credibility to your business. Using high quality products are also encouraged to separate yourself from the competition.



# **Dura Slic**

## **Overview**

### **Benefits of Dura Slic**

Dura Slic Hybrid ceramic coating is the only of its kind. It is both extremely hydrophobic (fear of water) and oleophobic (fear of oil). Developed by Nano Slic a company that has been developing ceramic coatings since 2013 for electronic and the industrial industry with international reach. Well versed in what it takes to make the best in protective coatings. Dura Slic can be applied to automotive surfaces including the paint, trim, glass, and wheels. It can also be applied to RV, Boat, aircraft and even stove tops, backsplashes and shower doors. It is a very versatile product with easy application. We have had lab testing done and it has outperformed the top 10 most popular ceramic coatings on the market. Scrub testing was done to test durability against washes to test contact angle retention over time.

### **Dura Slic Xtreme Install Centers**

Our high-performance coating is given a territory for the installer to have so they cannot have a competitor carry your product as well which gives exclusivity. This requires an install center to be properly educated on installation and preparation procedure to achieve proper performance and minimal installer error.

### **Xtreme install centers role**

Xtreme install centers are carefully selected for their detail operation experience, maintaining a high-quality business practice.

Install centers will have access to corporate technical, sales and marketing.



# **Dura Slic Certified Install Centers**

## **Operating Guide**

# Supply Chain

Dura Slic Corporate and Xtreme Coatings Dist LLC

All Dura Slic orders will originate with Dura Slic corporate and our Sub Distributors placed throughout the USA placed as Dura Slic continues to grow nationwide.

As Dura Slic continues to grow and our network of installers. Xtreme coatings dist LLC will have more opportunities for sub distributors to make a unique profitable business in the coating industry and have support from Xtreme Coatings dist LLC support

## Initial Training and Product Orders

To be a Dura Slic installer it is mandatory to go through training .

Certification training is a 2 day course with information on coatings, how to apply, how to market, and paint correction on hands.

Training will take place at Xtreme coatings Dist LLC headquarter in Windsor, Colorado or our 2<sup>nd</sup> Distribution center in West Richland, WA and at time other places throughout the country.

### **Installer product orders**

Order must be paid in full at time of order.

Order are shipped “ground” unless prior arrangements have been made by the sub distributors

### **Customer Service/Quality Control**

As a certified install center of Dura Slic coatings. Distributors install centers will be made sure that they are running ethical businesses. We

will stay in close contact with our sub  
distributors for quality control and unity in cost  
of services at the install centers.

# **Dura Slic certified Install Centers**

**Sales and Marketing**

# Taking your business from \$0-\$275,000 in 2 years

Myron Pierce the owner of Recon Tri cities detail has been in the detailing industry as an owner for nearly 17 years. He In 2017 he moved back to Tri-Cities Washington after running a mobile detailing business in VA for 12 years. Starting from scratch Myron got into the coatings industry in late 2017. Doing a couple of coatings a month and within 6 months doing 5-8 coatings a month. The following year 10-12 coatings and his business continues to grow.

Ryan Kirkpatrick the owner of Show Shine Detail has been in the detailing industry for 13 years. He started his company in 2007 with a power washer and a vacuum. He and his business partner now employ 10-12 employees and service the automotive, marine and RV industries. Show Shine Detail has performed over 1000 ceramic coatings applications in multiple industries and has generated over \$1,000,000 in sales of ceramic coatings in the last 4 years. They continue to grow by brand awareness and educating the customers on the benefits of Duraslic Ceramic Coatings.

# **Our marketing plan that has a proven successful track record.**

## **Social media**

### **1. Facebook**

#### **a. Boosting and ads**

##### **i. \$600-\$1000 monthly marketing budget**

**1. It will generally take 6 months of doing this to really get the ball rolling.**

**a. If you plan on putting \$200 in fb marketing here and there every couple of weeks you will waste more money and time then a \$600-\$1000/ month consistent budget.**

**b. You can grow faster if your budget allows you to over \$1000. \$600 we recommend is the minimum spend though.**

##### **ii. Set up for the demographics in your area**

#### **b. Post Daily**

#### **c. Download pages manager and Facebook ads apps**

##### **i. Videos will get more views than pictures**

#### **d. Invite new likes on your posts**

#### **e. No more than 3 posts a day on a daily basis**

**i. Keep your audience engaged with memes, posts of your works, informative posts, polls, sales, and live videos etc.**

- ii. Make your fb page a reason for your follower to follow your page and come to it to learn more
- f. Create shareable content, giveaways that will bring new likes to your page.
- g. Answer customers quickly
  - i. Having automated bots can help answer basic questions
    - 1. Many chat is a good option for automation
- h. Collaborate with local businesses
  - i. Add them to giveaways
  - ii. Find ways you can help each other grow

## **2. Instagram**

- a. Connect Instagram and fb together
  - i. Post daily, sync up fb page with Instagram business
  - ii. Connect marketing with Facebook
- b. Post Quality photos with your business water mark
  - i. Add water mark pro app is great for this
  - ii. Photo grid can show your before and afters next to each other
- c. Use hashtags relevant to your business. Geo tag to the cities and surrounding cities you service
  - i. #houstontexas
  - ii. #autodetail
  - iii. #duraslic some examples
- d. Comment on other local businesses in your area to build followers, ask to share, like their posts

## **3. Twitter**

- a. Set up your social media to post to insta and fb
- b. Post daily on twitter
  - i. Use hashtags relevant to your business



#### **4. You Tube**

- a. Learn to create videos**
  - i. Kinemaster pro app**
  - ii. Learn tutorials on video creating, algorithm for you tube.**
- b. Went from 0-950 subscribers in under a year**
  - i. Collaborate with other you tubers in industry**
  - ii. Promote you tube through social media**
  - iii. Post a video weekly**
    - 1. Tutorial**
    - 2. How to**
    - 3. About your company**
    - 4. Show off your work**
    - 5. Services**
    - 6. What makes you different**

#### **5. Linked In**

- a. Post daily**
- b. Use a few hashtags relevant to your business**
- c. Promote ads to specific businesses and or owners**
- d. Post videos**
- e. Connect with local businesses**

#### **6. Snapchat**

- a. Post daily**
  - i. Show your work that you are doing**
  - ii. Connect with local people on snapchat**

#### **7. TikTok**

- a. A newer avenue of social media that is growing, this can be a benefit to have your foot in the door as TikTok continues to grow.**

#### **8. Pinterest**

- a. Post quality images or videos that show off your work.
  - i. Posts can be boosted to reach more people

## **Helpful Apps for video, images, and social media**

### **1. Social Media**

- a. Hoot Suite

- i. Post all your social media at once from one app

- b. Facebook

- i. Pages manager

- ii. Facebook ads

- c. Instagram

- d. Twitter

- e. LinkedIn

- f. Pinterest

- g. Tik Tok

- h. Snapchat

- i. You Tube

- i. Tube buddy

- 1. Tracks video views of you tube

- ii. You tube studio

- 1. Show your analytics of your you tube channel

### **2. Video editing**

- a. Kinemaster pro

- b. Viva video

### **3. Image editing**

- a. Snapseed

- b. Photo grid

- c. Open camera

- d. ripl