

● STACKWYRE

AI PROFIT LEAK AUDIT

SAMPLE REPORT

Where you're losing money.

// SAMPLE REPORT · NOT A REAL
BUSINESS //

LOCAL AUTO REPAIR SHOP

Main Street · Stevens Point, WI
Independent Auto Repair · Family-owned, locally operated

PREPARED BY STACKWYRE LLC
STEVENS POINT, WI · SAMPLE · APRIL 2026

EXECUTIVE SUMMARY

\$8,800 – \$14,500 / month

walking out the door every month.

This independent auto repair shop has been a Stevens Point fixture for 30+ years. BBB Accredited. 50+ Google reviews at a 4.8 star average. By every traditional measure, the shop is doing the hard work right — the work that wins customers and keeps them coming back.

But the way customers *find* a mechanic in 2026 has changed. When a transmission fails on a Saturday afternoon, the next customer isn't flipping through a phone book — they're typing "auto repair near me" into Google. And right now, they aren't finding this shop.

This audit identifies **six specific gaps** between how the shop operates today and how it could capture every potential customer in the Stevens Point market. Every gap is mapped to a real dollar amount based on local search volume, industry benchmarks, and what direct competitors are already doing.

<p>221</p> <p>GOOGLE SEARCHES / MONTH FOR "AUTO REPAIR NEAR STEVENS POINT"</p>	<p>4.8★</p> <p>GOOGLE RATING (50+ REVIEWS)</p>	<p>0</p> <p>WEBSITE PAGES (NONE EXIST TODAY)</p>
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WHAT'S INSIDE THIS REPORT

#	FINDING	EST. MONTHLY LEAK
01	No Website	\$3,000–\$5,000 / mo
02	No Online Booking	\$1,500–\$2,500 / mo
03	No Review Management	\$800–\$1,200 / mo
04	No Customer Follow-up	\$1,000–\$2,000 / mo
05	Dormant Social Media	\$500–\$800 / mo
06	No After-hours Lead Capture	\$2,000–\$3,000 / mo

The good news: every one of these is fixable in 30–90 days, and the cheapest fix pays for itself in the first week.

BUSINESS SNAPSHOT

Who this shop is today.

Before we get into the leaks, here's what we already know about the operation. These are the assets the shop has already built — they're what makes the fixes in this report worth doing.

Business Type	Independent Auto Repair Shop
Location	Main Street, Stevens Point, WI
Phone	(XXX) XXX-XXXX
Industry	Auto Repair
Years in business	30+
Hours	Mon–Fri 7:30 AM – 5:30 PM · Closed weekends
Certifications	BBB Accredited
Google Reviews	50+ reviews · 4.8 / 5.0 stars
Facebook Page	75+ likes · minimal activity
Website	None · no owned web presence

WHAT THE SHOP HAS DONE RIGHT

Most of this audit is going to focus on what's missing. But it's worth saying first: **the foundation here is real**. A 4.8 average across 50+ reviews is something most shops never reach. BBB Accreditation is earned, not bought. And 30+ years means the shop has kept customers coming back longer than most of its competitors have been in business.

Translation: the trust is already there. The work is already good. The shop doesn't need to *become* a different business. It just needs to make sure the next generation of customers — the ones who find every business through Google — can actually find it.

FINDING 01

No Website

ESTIMATED MONTHLY LOSS

\$3,000 – \$5,000 / month

THE PROBLEM

221 people in the Stevens Point area searched “auto repair” on Google last month. When they did, they saw map listings, photos, websites, hours, and click-to-call buttons for Competitor A, Competitor B, and Competitor C. They saw nothing meaningful for this shop.

The shop has no owned web presence — no domain, no homepage, no controlled online identity. If a Stevens Point resident searches for an honest local mechanic right now, the shop is **functionally invisible** — even though it’s objectively the better choice.

THE FIX

A simple 5-page website is enough: Home, Services, About, Reviews, Contact. Mobile-friendly. Click-to-call button on every page. Hours, address, credentials, and a handful of the best Google reviews displayed right on the homepage. **One-time cost: \$500–\$1,500.** No monthly fee. Done in a week.

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If just 5 of those 221 monthly searchers become customers and the average ticket is \$280, that’s \$1,400 / month in new revenue — enough to recover the website cost in the first month. Realistic capture rate over time: 10–20 customers / month = \$2,800–\$5,600 / month.

FINDING 02

No Online Booking

ESTIMATED MONTHLY LOSS

\$1,500 – \$2,500 / month

THE PROBLEM

The shop is open Monday through Friday, 7:30 AM to 5:30 PM. That's **50 hours a week available** — and **118 hours a week unavailable**. Every car that breaks down on a Saturday morning, every check-engine light that comes on at 9 PM, every customer who can't make a call from their desk during business hours — they all hit a wall.

When the wall is hit, they don't wait. They go to the next result on Google. Even loyal customers will use a competitor once if they can't reach the shop when they need to.

THE FIX

A 24/7 booking form on the new website. Customer fills in name, vehicle, problem description, and preferred time. Goes straight to the shop's inbox or text. Confirm Monday morning. Calendly handles this for free; a custom form is \$0–\$50/month. **Setup: under an hour.**

ROI

Conservatively, 5–10 leads per month from after-hours requests at \$280 average ticket = \$1,400–\$2,800 / month. The form costs nothing to run.

FINDING 03

No Review Management

ESTIMATED MONTHLY LOSS

\$800 – \$1,200 / month

THE PROBLEM

50+ Google reviews at 4.8 stars is a real asset — but it's not growing fast enough. Competitor A has 180+. Competitor B has 220+. They're catching up because they **actively ask** every happy customer to leave a review.

This shop doesn't. So most of the people it fixes today never end up leaving the kind of review that pulls in the next customer tomorrow. And without a website, the existing reviews aren't displayed anywhere a prospect can read them *before* deciding to call.

THE FIX

Automated review request via text message. After every completed service, the customer gets a friendly text 24 hours later: "Hi, hope your truck is running well. If you've got a minute, would you leave us a Google review? — <link>". Reply STOP to opt out. **Cost: \$50–\$100/month.**

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Industry benchmark: 20–30% reply rate on automated review requests. Even at the low end, that's 5–10 new reviews / month — enough to overtake competitors within 6 months and lift local search ranking, which translates to \$800–\$1,500 / month in additional revenue.

FINDING 04

No Email or Text Follow-up

ESTIMATED MONTHLY LOSS

\$1,000 – \$2,000 / month

THE PROBLEM

Every car the shop services today is going to need an oil change in 3,000 miles, new tires in two years, brake pads at some point, and seasonal prep before winter. **The shop already knows this.** Customers don't — not until something fails.

Without a system to remind them, they go elsewhere when the next service comes due. Worse: appointment no-shows. Industry data shows automated reminders cut no-shows by **25–40%**. Every empty bay slot is lost revenue that can't be recovered.

THE FIX

A simple CRM (or even a Google Sheet + Twilio) that captures every customer with the date of their last service, vehicle, mileage, and contact preference. Automated text/email reminders at 90 days, 6 months, and seasonal milestones. Plus same-day appointment confirmations. **Cost: \$100–\$200/month.**

ROI

If reminders bring back just 4–6 customers / month who would have otherwise drifted, at \$280 average ticket = \$1,120–\$1,680 / month. No-show reduction adds another \$300–\$500.

FINDING 05

Dormant Social Media

ESTIMATED MONTHLY LOSS

\$500 – \$800 / month

THE PROBLEM

The shop's Facebook page has 75+ likes and minimal posting activity. Meanwhile, Competitor C posts 2–3 times a week and shows up in every Stevens Point auto-related Facebook conversation. They're building familiarity — not by advertising, but by simply being visible.

Auto repair is a **trust-driven local business**. People who see the shop's name 5–6 times in their feed are dramatically more likely to call than someone they've never heard of, even if reviews are better.

THE FIX

Three posts per week: a before/after repair photo, a seasonal tip ("winter prep checklist", "how to read your dash lights"), and a customer story or shout-out. AI can draft them, the shop approves and posts.

Cost: \$100–\$200/month managed.

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Modest direct conversions (2–3 customers / month = \$560–\$840) plus compounding brand recognition that lifts every other channel. Most shops see social ROI within 60 days.

FINDING 06

No After-Hours Lead Capture

ESTIMATED MONTHLY LOSS

\$2,000 – \$3,000 / month

THE PROBLEM

This is the biggest, fastest-bleeding leak. Combined with the booking gap, this is where most of the invisible revenue is going.

It's 6:15 PM Saturday. A customer's alternator dies in a parking lot. They Google "auto repair Stevens Point." The shop's listing shows "CLOSED". They click the next result, which is open or has an after-hours form. **That customer is now their customer for the next decade.**

THE FIX

Either an AI chat widget on the website or a simple "Request a Callback" form that's available 24/7. Ideally with an automated SMS confirmation: "Got it. We'll call you Monday at 7:30 AM." That alone keeps the customer from calling anyone else. **Cost: \$50–\$150/month.**

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After-hours lead capture is industry-tested at 8–12 leads / month for an auto shop in a town the size of Stevens Point. At \$280 average ticket and a 70% close rate, that's \$1,500–\$2,400 / month. Often the largest single lever an independent shop can pull.

THE LOCAL FIELD

How this shop stacks up.

Three other Stevens Point shops are competing for the same 221 monthly Google searches. Here’s where each one stands today on the same dimensions covered in this audit.

	This Shop	Competitor A	Competitor B	Competitor C
Website	✗ None	✓	✓	✓
Online Booking	✗	✓	✓	✓
Reviews	50+ / 4.8★	180+ / 4.6★	220+ / 4.5★	140+ / 4.7★
Active Social	✗	✗	Light	✓
After-hours form	✗	✓	✓	✓
BBB Accredited	✓	✗	✓	✗
Years in business	30+	22	18	12

WHAT THE TABLE SHOWS

On the things that take **years to earn** — longevity, accreditations, review quality — this shop is at or near the top of every category. **It has already won the hard part.**

On the things that take **days to set up** — a website, a booking form, review automation, after-hours capture — this shop is the only one in the table with zero coverage. Three competitors have all four. **That gap is the entire reason this audit exists.**

Closing those four gaps doesn’t just match the field — it puts this shop *ahead*, because none of the competitors have the 30+ year track record or the BBB Accreditation to back up their digital presence.

THE PLAN

Three tiers. Pick where to start.

There's no need to do all of this at once. The plan below is sequenced so each tier pays for the next. Start with Tier 1 — the cheapest and fastest — and use the recovered revenue to fund Tier 2 and Tier 3.

// SEQUENCE 01

Tier 1 — Quick Wins (this week)

TIME: 1–3 days · **COST:** \$0–\$200 total

- Set up a free Calendly link and put it on every Google Business Profile asset
- Add an after-hours “request a callback” form (Google Forms or Typeform)
- Update Google Business Profile with full hours, services, and 5 best photos
- Reply to every existing Google review (especially the older ones)

EXPECTED RECOVERY: \$1,500–\$2,500 / month

// SEQUENCE 02

Tier 2 — Foundation (this month)

TIME: 1–3 weeks · **COST:** \$500–\$1,500 one-time + \$150–\$300 / mo

- Build the 5-page website (Home, Services, About, Reviews, Contact)
- Add the live booking form and after-hours capture to the website
- Set up automated review request texts after every completed service
- Connect a simple CRM for customer history and reminders

EXPECTED RECOVERY: \$5,000–\$8,000 / month

// SEQUENCE 03

Tier 3 — Growth (this quarter)

TIME: 30–60 days · **COST:** \$200–\$400 / mo (managed)

- Active social: 3 posts/week (before/after, tips, customer stories)
- Seasonal email/text campaigns for oil changes, winter prep, inspections
- AI chat widget on the website for instant after-hours answers
- Local SEO push: more listings, more photos, more local backlinks

EXPECTED RECOVERY: \$8,800–\$14,500 / month total

THE MATH

12-month financial impact.

Using conservative recovery estimates and a 6-month ramp time to full effect, here's what plugging these leaks looks like over the next year.

MONTH	MONTHLY LIFT	RUNNING TOTAL	NET OF COSTS
1	+\$1,800	\$1,800	\$1,600
2	+\$3,400	\$5,200	\$4,800
3	+\$5,200	\$10,400	\$9,800
4	+\$7,500	\$17,900	\$17,100
5	+\$9,400	\$27,300	\$26,400
6	+\$11,200	\$38,500	\$37,500
7-12 (avg)	+\$11,500/mo	\$107,500	\$106,000

ASSUMPTIONS

- **Average ticket:** \$280 (industry average for general auto repair)
- **Close rate on new digital leads:** 65–75% (consistent with referrals)
- **Ramp time:** Tier 1 fully ramped by month 1; Tier 2 by month 3; Tier 3 by month 6
- **Costs subtracted:** all monthly subscriptions and the one-time website build
- **What's NOT counted:** compounding word-of-mouth from new customers, increased average ticket from upsells via reminders, and review-driven SEO lift

BOTTOM LINE

\$106,000 in net new revenue over 12 months

...from a total investment of about \$4,000 across the year.

PREPARED BY

Stackwyre LLC

AI Automation for Small Business · Stevens Point, WI

About this sample. The audit you just read is a real, full-format example of what Stackwyre delivers for paying customers — with one difference: every detail that could identify a real business has been removed. The findings, dollar estimates, competitor structure, and action plan are all consistent with what would land in a Stevens Point auto repair shop's inbox after ordering a \$67 audit from stackwyre.com.

What a real audit includes that this one does not. Specific business name, address, owner contact, exact review counts, exact competitor names, screenshots from the actual Google Business Profile, links to the live website (if one exists), and personalized recommendations based on what the shop is actually doing well.

Every audit is delivered within 24 hours of payment. 100% money-back guarantee — if we can't identify at least \$500/month in plug-able leaks, full refund, no questions.

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SAMPLE REPORT — not based on any real business. The shop, address, phone number, competitors, and review counts shown in this document are illustrative and do not refer to any actual person, business, or competitor in the Stevens Point market or elsewhere. Any resemblance to a real business is coincidental.