



Shop Showcase

with Jeremy Hayhurst

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Lloyd's Collision Puts Some Diverse Work Through An 8-man Shop

Bob Lloyd, owner of Lloyd's Collision and Paint Center, on Buena Vista Ave in Santee, CA, is a guy who's comfortable in his own skin while managing the stress of an uncertain industry with a low-key attitude and a touch of style. Oldest son, Robert J., and younger son, Michael (photo), are fully certified and both work with Lloyd Sr. His daughter, Amanda Lloyd, is also in the business as an estimator at Poway Valley Collision nearby.

Lloyd has had his shop, 8,000 square foot of covered work space with additional 5,000 sq ft fenced storage, since 1984, when he went from collision tech to owner. Back then there were only two employees and he was doing about \$20K per month, fixing about 15 cars in that period. Lloyd is now doing about 40 vehicles a month, averaging about 2 cars a day, with an average ticket of \$2,800. Although he's done it without DRPs, his insurance related repairs are about 50% of his income, with another 20% in paint only. He sends out his glass work, but he handles not only all his own collision-related mechanical, but a lot of drive up mechanical as well. Lloyd expects revenues of \$800,000 to \$1,000,000 this year. Not bad at all for an 8-man operation in a down market.



Bob Lloyd Sr. stands in front of a hoisted 68 Impala Super Sport with his two sons, Robert (r) and Michael (l).

Lloyd's is equipped with a Rely On reverse flow spray booth, and Chief E-Z liner frame rack with laser UMS system to assure accurate measuring. Lloyd's is fully equipped with a complete mixing system to assure accurate color matching through Sherwin-Williams and their painter is certified both PPG and Sherwin-Williams and scheduled for upcoming waterborne products. Lloyd is also using Pro-Spray product. All estimates and repair orders are generated through a Mitchell automated system, and warranty pamphlets and refinishing care instructions are given to all clients upon completion of repairs.

Bob Lloyd has met the recession head on with a new, more diversified business plan and product mix. He's now doing about 15% of his annual sales on mechanical repairs, a natural extension of his interest in restoration. He has a diesel-certified mechanic on call most business days, and his eight-man crew (3 bodymen, 1 painter, 1 helper, 1 detailer and 2 estimators) manages both the standard collision work and the occasional restoration. He's installed a mechanical lift which makes it easier to get access and drain vehicle fluids, etc.



A 71 Chevelle undergoing a \$40,000 restoration is turning on the rotisserie while awaiting its frame and suspension under construction in house (next photo).

He's also designed his own rotisserie to improve access and check symmetry on restoration body work. He has a 68 Impala Super Sport on the lift right now, and a 71 Chevelle on the rotisserie (see photo), while they're rebuilding all the front suspension in house. The Chevelle will take a couple of more years to complete. Says Lloyd, "A few years ago I probably would have sent the frame out, but now we do it



all ourselves. So far we've invested about 75 hours and expect to put 300-400 hours into it before we take the finished car to Barrett-Jackson's. We'll probably invest about \$40,000 in it. We've had the car for about 3 years, and it was drivable when we bought it."

For marketing Lloyd's has a well-designed website (www.lloydsollision.com) and uses Craigslist, Yellow pages, Chamber of commerce, and an outside sales rep to manage customer contacts. He also gets a lot of referrals from nearby shops and inquiries from local car shows and cruising events in nearby La Mesa and Lemon Grove.



Bob Lloyd and his shuttle.

Says Lloyd, "Most of the guys around here know me, and we exchange a lot of ideas. There's not enough collaboration in

the industry. I haven't been to a lot of meetings lately because I found a lot of the time was spent dealing with vendors instead of the real collision issues."

Lloyd gets a lot of use from his 2002 Ford Think (see photo), a fully electric EV with a 30 mile range on a full charge. Says Lloyd, "We use it every day, everywhere, one part of thinking green. We use it as a customer shuttle, taking them to Enterprise to pick up a rental car at Mission Gorge Road nearby. We take them to the town center to drop them off at the trolley. It's fully licensed and registered with all the seatbelts and lights that it needs. It's also fun to go to lunch in."

Bob Lloyd looks like he's having fun and will ride out the recession in style.

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