



# Hansel Auto Group Drives Growth with Dynatron's Fixed Ops Solutions

Hansel Auto Group Case Study

## ABOUT HANSEL AUTO GROUP

Hansel Auto Group has been a trusted, family-owned business in California's automotive market for over 60 years. The group represents eight dealerships covering top OEMs such as BMW, Acura, Volkswagen, Subaru, Lincoln, Honda, Toyota, and Ford.

## IDENTIFYING BARRIERS TO FIXED OPS EXCELLENCE

Prior to partnering with Dynatron, Hansel Auto Group faced operational challenges within their Fixed Operations teams. Executive General Manager David Long identified a significant disconnect between customer-facing roles and their supporting departments. According to Long, the lack of unified awareness and collaborative action limited their ability to drive progress and deliver the best customer experience.

Dynatron's industry expertise and practical coaching quickly bridged these gaps, introducing data-backed methods to align goals and drive real change within Hansel Auto Group's operations.

*"That's the kind of partnership I think every dealer in the country needs...because everybody needs the feedback. But more importantly, everybody needs to have action around the feedback, who is going to do what, by when in order for us to make the progress we need here and think that's what Sharon (Dynatron Coach) and Dynatron do well".*

**DAVID LONG,**  
Executive General Manager, Hansel Auto Group

He shares, "That's the kind of partnership I think every dealer in the country needs...because everybody needs the feedback. But more importantly, everybody needs to have action around the feedback, who is going to do what, by when in order for us to make the progress we need here and think that's what Sharon (Dynatron Coach) and Dynatron do well."



## DRIVING RESULTS WITH DYNATRON'S REPORTING AND COACHING

Dynatron equipped Hansel Auto Group with advanced reporting tools that gave their leadership actionable insights. With greater clarity into day-to-day performance, teams were empowered to assign responsibilities, track progress, and drive accountability at every level. This visibility improved technician efficiency and enhanced the guest experience by streamlining service delivery. Dynatron provides more than just analytics. Dynatron's coaches set standards and created a discipline of follow-through that supported measurable, lasting improvement.

## THE VALUE OF PRICESMART: UNLOCKING NEW REVENUE

To maximize the potential of their Fixed Ops, Hansel Auto Group implemented Dynatron's PriceSmart solution across all eight dealerships. PriceSmart delivers consistent gains by optimizing labor and parts pricing, ensuring compliance, and combating price erosion to increase CP ELR.

By 2023, the group saw remarkable results: an average of \$128,734.54 in new revenue per dealership, totaling a \$1,029,876.33 annualized increase across all stores.

## EARLY RESULTS WITH PRICESMART FOR OPTIMIZED PRICING

The implementation of PriceSmart yielded impactful outcomes almost immediately, highlighting its efficiency and value. By streamlining pricing strategies and improving operational transparency, Hansel Auto Group was able to identify and capitalize on untapped revenue opportunities. Below are the key performance metrics showcasing the early results achieved through this solution.

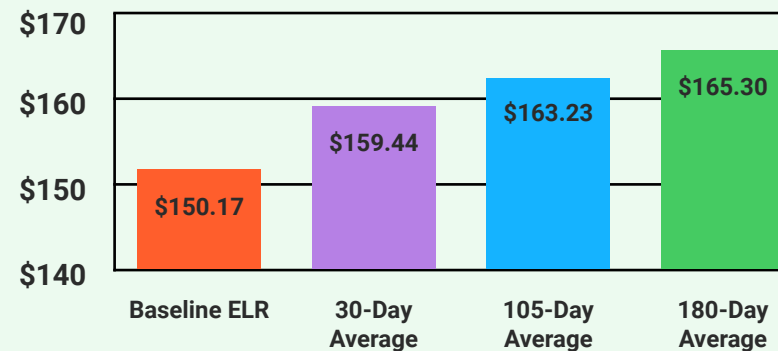
### Effective Labor Rate Growth

Hansel Auto Group's Effective Labor Rate (ELR) steadily improved as Dynatron's approach took hold:

- **\$150.17** Baseline ELR
- **\$159.44** 30-Day Average
- **\$163.23** 105-Day Average
- **\$165.30** 180-Day Average

These milestones reflect initial gains and Dynatron's ability to equip the team for sustained progress.

### ELR Growth



## EARLY RESULTS WITH FILESMART FOR WARRANTY LABOR RATE APPROVALS

Once solid CP ELR growth was established, Hansel Auto Group turned to Dynatron's FileSmart to boost warranty labor rate results. Through structured coaching and expert guidance, dealerships were set up for strong submissions and successful outcomes.

- **Previous Average Current Rate:** \$140.90
- **Previous Actual Approved Rate:** \$218.77
- **Previous Actual Annual Increase:** \$136,405.36

This strategy enabled each dealership to achieve higher financial gains and operational stability.



## OUTCOME: A LASTING PARTNERSHIP BUILT ON RESULTS

Hansel Auto Group's commitment to proactive, data-driven management combined with Dynatron's proven solutions paved the way for operational excellence. The group benefited from:

- Rapid improvements with real-time insights
- Year-over-year metric growth and revenue gains
- Scalable, group-wide improvement
- Measurable results across both customer pay and warranty revenue streams

## SUSTAINED GROWTH AND RECORD-BREAKING RESULTS

Building on early success, Hansel Auto Group's partnership with Dynatron continues to deliver outstanding performance:

- **2025 Annualized Revenue Increase:** \$1,445,451.04 (a 33% jump from 2023)
- **Current Effective Labor Rate (ELR):** \$175.87



## Hansel Auto Group Results


\* **\$1,445,451.04**  
2025 Annualized Revenue Increase

\* **\$175.87**  
Current Effective Labor Rate

## FILESMART ADVANCES

Since 2023, performance in warranty labor rates has soared:

- **2024 Average Current Warranty Labor Rate:** \$222.43
- **2024 Average Actual Approved Warranty Labor Rate:** \$244.48
- **2024 Average Actual Annual Increase:** \$178,684.92

 FileSmart	2023	2024	Variance
<b>Avg Current WLRI</b>	\$140.90	\$222.43	+\$81.53
<b>Avg Actual Approved WLRI</b>	\$218.77	\$244.48	+\$25.71
<b>Avg Actual Annual Increase</b>	\$136,405.36	\$178,684.92	+\$42,279.56
<b>Annual Approval for All Stores</b>	\$1,034,195.15	\$1,530,319.53	+\$496,124.38

## RECORD-BREAKING FILESMART RESULTS

Hansel Auto Group's all-time annual approval across all stores is an exceptional **\$9,154,821.42** (including parts and labor).

These results demonstrate Hansel Auto Group's sustained momentum and lasting value, powered by Dynatron's expertise. The group has established itself as a benchmark for fixed operations excellence and proven that collaboration, transparency, and the right technology are essential for ongoing business growth.

## ABOUT DYNATRON SOFTWARE

Dynatron Software simplifies Fixed Ops by transforming complex DMS data into actionable insights. From **price optimization** to **warranty filing** and **Coaching**, Dynatron delivers results that empower dealerships to exceed their revenue goals and deliver exceptional service.

Typical dealers see a **19x ROI** and **\$216k in additional annualized revenue in the first year.**



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