



## Rogue Auto Body

### LOCATION

943 Automation Way, Suite K,  
Medford, Oregon 97504

### GROUP

Performance Group IV

### ABOUT

Rogue Auto Body specialize in restoring your vehicle to its pre-collision condition with precision and expertise. From minor dents to major structural damage, our ASE-certified technicians use advanced equipment to straighten frames, repair unibody structures, and match paint seamlessly to provide top notch auto collision repair in Medford, Oregon.

## Customer Highlight Interview with Mike Brockway

**Mike, tell us about your journey and how you decided to expand:**

The decision to expand into our second location was driven by several key factors. First and foremost, our original location has been doing extremely well and has reached a level where it is operating effectively and efficiently. It's become self-sufficient, thanks to the incredible work of our management team. One of the major goals I set for myself through our 20 Group meetings was to empower our management team to take on more responsibility and run the day-to-day operations independently. As this goal was achieved, I could finally shift my focus toward expansion, which had always been a long-term vision.

However, as with any major business decision, timing and opportunity must align, and when they do, you must be able to recognize it. That's exactly what happened when I came across the opportunity to acquire the second location in Medford, Oregon, now Rogue Auto Body. I've always known that, at some point, our first location would hit its capacity, due to the size of the town or the square footage of the shop. Expanding with a second location was essential for us to continue growing. The Medford location is the perfect fit, and we're excited about its potential.

Another driving factor behind the decision was the idea that growth brings new challenges and opportunities to refine our processes and improve our service. A second location allows us to test new ideas, enhance our team culture, and build on the success we had with our first location.



### **How you will introduce the APS / ARS process and duplicate the success from Dabler:**

We are planning to introduce the APS processes at the new location and apply many of the same principles that helped us succeed with Dabler's. The one challenge with some of the team concepts in APS is that you need a certain size staff to effectively implement team-based pay plans. However, the core concepts of APS—particularly the focus on working as a cohesive unit to produce high-quality repairs in a timely manner—are universal and can be applied from the very start.

The great thing about starting with a new shop is that it's like a blank canvas. There's no backlog of old practices or clutter to clean up, which is often the case in an established shop. This gives us the advantage of starting fresh and building the culture from day one. We're able to instill 5S practices immediately, which sets the tone for how the shop will operate. (insert 5-S photo) As we bring on new employees, they'll learn right away that we expect high standards of cleanliness, organization, and efficiency, values that are foundational to APS and key to delivering quality repairs.

I'm really excited about how we can apply APS's team-oriented culture and streamlined processes right from the beginning. The focus on measuring and improving efficiency will be a huge part of what helps us replicate the success we've seen with our first location.

### **You mentioned empowering your team to allow you to focus on the business. Who are the key team members who have helped to make this a reality?**

The success we've had at our first location, Dabler's, is also due to the support and mentorship we've received from our 20 Group through John at Quar One and Phil at BASF, who run the group. Their guidance and expertise have been invaluable in helping us grow, and I can't say enough about how much they've contributed to our journey. Without them, we wouldn't be where we are today.

Our growth has been incredible. When we started with our 20 Group in 2017, our annual total sales were \$885K. Today, we're at \$5.5 million, a growth of over 500%. That's a huge accomplishment, and APS has played a central role in that success. The ability to work as a unified team, track our efficiency, and consistently improve our processes has been game-changing for us. APS has allowed us to identify where we need to improve, keep an eye on key performance indicators, and ultimately create a more sustainable and profitable business. Another huge factor in our success is our management team. I want to give special recognition to Scott Nash and Sean Snyder. (insert photo of these two) These two are truly the backbone of our operation. Scott is our General Manager, and Sean is our Production Manager. Both of them have fully embraced the APS principles, and their leadership has been absolutely critical to our success. They've also been instrumental in developing our standard operating procedures (SOPs), which we review and refine on a monthly basis. Their ability to adapt and improve processes while fostering a culture of continuous improvement has been key to ensuring we don't just maintain the status quo, but continue to grow and evolve.





**Is there any additional information you'd like to mention?**

As we expand into our second location, we're committed to building on what has worked and constantly seeking ways to improve. Our goal is to create a seamless experience for both our team members and our customers. Every new location presents its own unique challenges, but we see these challenges as opportunities to innovate and create better systems.

Our focus on developing strong leaders within the company is also a top priority. We don't just want great technicians, we want great leaders who can help us foster a positive culture and create an environment where everyone feels empowered to do their best work. Scott and Sean have been instrumental in this effort, and we're excited to continue building a team that shares our vision and values.

We're also excited to see how the growth of Rogue Auto Body will allow us to bring more people into our company and create new opportunities for those who want to grow within the industry. As we expand, our commitment to quality service, strong leadership, and a team-based culture will remain at the core of everything we do.

**Mike, always an inspiration – thank you for sharing!**