

The Best Decision We Ever Made

When we began the ATI program, we were averaging \$9,300 per week in sales but we were hemorrhaging money on the bottom line and struggling to simply keep everything afloat.

Up to that point, we built our business on being the lowest priced smog shop in town. We were known as "The Home of the \$19.95 Smog Check." Our business was broken and in desperate need of change.

We've been with ATI for fifteen months now and have seen a large transformation in a short period of time. We now average \$20k a week in sales and our gross profit has improved by an average of \$9,600 per week. We're paying off old debt and starting to build for the future. Having a coach work with us with every week keeps us accountable and moving in the right direction. The ATI Data Portal allows us to track and measure our results like never before. It's easier to win the game when you know what the score is!



We've just expanded our business to offer hybrid service. We're now known in our community as "The Home of the Hybrid," and have been recognized on our local TV news for providing this service.

As our coach always says, we've come a long way, but still have a long way to go.

Thanks to ATI, our future is bright and we are looking forward to the journey. The decision to sign up for ATI's program was one of the best decisions we ever made.

Ronnie Rocha

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