



WHAT IS YOUR 2012 TOWING STRATEGY?



TOWING STRATEGY

WHY DO YOU NEED ONE?

Did you know that there is a company providing training to towers throughout the U.S. and Canada on how to get more money on each invoice?

Did you know that, with the implementation of CSA, towers are seeing a decrease in calls and looking for creative ways to make it up?

Have you or your team been trained on price per pound recovery? Do you know how much more you're paying than a traditional recovery?

Is your team knowledgeable on towing terminology and how towers price their invoices so they can strip out the fluff so you pay for actual services provided?

Are you aware that towers throughout the U.S. are working with their State legislators to require tractor and trailers to be split when towed?

Simplified

Are You Prepared for 2012?

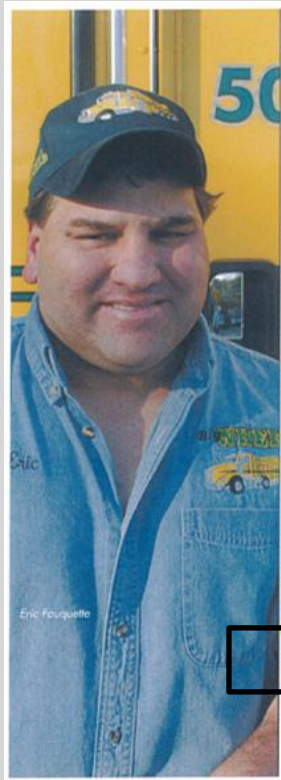


VALIDATION OF CHANGES IN THE INDUSTRY

ARTICLE SOURCE "AMERICAN TOWMAN" – January 2010 - By Jim Sorrenti and Steve Calitri

Voted as "TOWMEN of the Year" by their Peers

Because they have "allegedly" made the towing industry better by educating other towers on how to make more money from motor carriers and insurance companies.



TOWMEN OF THE YEAR Two Big Wheels Teach Towers The Game Of Getting Paid

Big Wheel Towing and Recovery of East Freetown, Mass. has built a reputation for setting profitable rates and getting paid for the work they perform. In an industry notorious for undervaluing its services and being late in its billing practices, Big Wheel stands out like a diamond in the rough. Lately its reputation has been spreading like wild fire through the internet and its popular message boards like *Tow 411* not a word of mouth fueled by true issues who have signed on for full-day seminar sessions that the company sponsors have conducted since the summer of 2009.

"The inspiration for these classes came from the numerous calls and e-mails we received and from responding to questions we tracked on the *Tow411* message board," said Bob Fouquette, the family patriarch and owner of Big Wheel. "Seeing both the internet and the need, and at the urging of my son, Eric, we started doing classes teaching billing techniques."

Both Bob and Eric team up to instruct each class. They teach remediation of the accident scene, the proper way of writing a recovery invoice, billing liability insurance, billing for vehicles that only have property damage coverage, and obtaining payment from insurance companies. Through it all, *two business owners* taking the class are encouraged to place a value on every aspect of the work being done.

The response to when the Fouquettes have to offer has been strong enough to inspire them to start a new company altogether that offers billing services to the towing industry, employing the very methods and tactics they preach in their class. *Recovery Billing Unlimited, Inc.* was created to be the billing arm for any given towing company, and particularly for those who have experienced difficulties in billing and collecting on recovery jobs. The service may well be an industry first.

For their efforts to reach out and share their successful practices in a way that is having a significant impact on *two business owners* across America, Bob and Eric Fouquette are being recognized by *American Towman Magazine* as *Towmen of the Year*.

The choice of this selection will no doubt be controversial to some. The Big Wheel boys have garnered a reputation of being *shrewd businessmen*. Administration fees and accident cleanup are continually mentioned on their bills. They invest in top notch management and into a *computer base* and to get *most for billing the most efficient machinery* to the job, which is usually the most

Big Wheel is currently recovering automobiles with its rotators and billing not a minimum of \$5000 for work by one tow operator that might take under an hour to perform. To towers who are slack from the hip when setting rates, who send out statements that are not paid, and who are not taking advantage of the computer systems for the business.

Big Wheel may appear to be operated by *middle men*. To other towers who have set high standards and who understand the business to turn a profit, the folks at Big Wheel are heroes.

Tow business owners learn their first lesson about why Big Wheel is successful when signing up for one of the billing classes. The fee is \$1500 for the eight hour session. A stop prior in many circles. Yet no one is holding the arms of class participants who pay the fee just as a trucking company or insurance company pays a recovery bill after reading over a meticulously limited invoice that justifies every expense.

Said Eric, "Big Wheel's towing and recovery training weekend class is a business building seminar for the towing industry for any operator."

Any other training seminar, such as *WorkMaster, ICAA, or TowMaster* does not teach these classes," explained Eric. "They teach you how to lose and recover the proper way. This is a business course and we teach you how to make money."

"The fee is recouped with your first job...once you learn how to properly write a bill and charge what your services are worth. We show you how to earn more money."

should be mentioned, the \$1500 tuition covers the company owner, who may also bring a guest, which is usually the accountant, bookkeeper, manager or a partner. The full day class starts at 8:30am and runs all day, roughly eight hours. The classes are internet and include special guest speakers from *two* who deal legal and liability *two* every one questions that class *two* and we offer two make-up/refund *two* from each company that offer *two* *two* change whatsoever."

About half of each class focus other half talking about the value of the work being done. These classes are essential for successful towing company and "the tower's bottom line will do *two* at how much money they *two*."

Bob Fouquette, a Vietnam vet, Towing & Recovery in 1980 with a 10' 525 split boom. The company now has 30 pieces of modern equipment and numerous other units from skid steers to boom and construction equipment. He has sons Eric and David, and grandson Jordan, are certified *WorkMaster 6/7*. Bob and Eric started up *Recovery Billing Unlimited, Inc.* David, a welder and fabricator, runs the company's body shop. Jordan, 18 years old, handles the computer systems for the business.

This family run company has three generations actively working. "My wife Rosaline is the names," said Bob. "She runs errands and handles tasks that free us up to do what we need to. She also runs a few daycare centers in town and we are in the process of building a new facility for this. My daughter, Linda, is the office

Photo: *Recovery Billing Unlimited, Inc.*

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VALUE OF HAVING A TOWING STRATEGY

What a towing strategy can do for you:

1. Reduces maintenance expense by changing how your team manages and selects towing vendors.
2. No longer pay Service Provider retail prices using popular online vendor search locators and save \$2000 to \$4000 a year in subscription fees.
3. Reduces opportunities for the Police to select their own towers.
4. Ensures provider invoices are accurate by auditing Service Provider invoices against quotes, times, authorized services and equipment.
5. Reduces opportunities for fraud by aligning yourself with the best providers who have earned the trust and respect of your team and their peers in the industry.
6. Ensures priority dispatch even during winter storm events.
7. Supports your warrantee program to ensure covered events are tracked, documented and reimbursed.



CHALLENGES TO IMPLEMENTING

an Effective Towing Strategy

Common Challenges for NOT implementing an Effective Towing Strategy...

“We don’t have enough people to do more and the people we have are over tasked more then ever.”

“Our management team is looking for staff reductions, tasking us with additional responsibilities and holding us to a budget that requires us to improve our spend in 2012.”

“Our call volume exceeds our ability to get to every driver fast enough. Our aging fleet and the additional knowledge we have had to pick up with these new trucks makes managing our vendors differently nearly impossible.”

“We strongly dislike paying a \$65,000 recovery bill but what else can we do...the Police dispatched the provider?”

In 2012...Change These Challenges into Opportunities



THE TOWING NETWORK

A Towing Strategy Solution Provider

What about a solution that...

- Does not add ANY additional costs to your budget?
- Decreases your towing and accident expense up to 32 percent or more?
- Improves your current teams ability to do more without costing more?
- Increases driver and operations team satisfaction when dealing with your breakdown team?
- Limits exposure to large invoices from Police assigned providers?
- Negotiates with towers on your behalf when the invoices submitted are not properly aligned with services performed?
- Gives you a solution designed to solve all your towing, accident and road service needs throughout the U.S. and Canada?

If You Answered Yes to Any of
the statements above

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