



After being turned down for a management-track position when working as an oil change technician, Strickland opted to start his own lube shop, Strickland Brothers 10 Minute Oil Change, in 2016. Unable to secure traditional funding at first, Strickland used a \$35,000 HELOC loan from his grandfather to open his first shop. By combining a streamlined business model with an obsessive focus on the customer experience, Strickland Brothers has experienced tremendous growth with over 125 locations now open across the country.

Strickland Brothers provides a unique customer experience by offering essential maintenance services without the high-pressure sales tactics that are standard within the automotive industry. Strickland Brothers is a one-stop-shop for fast and friendly oil changes and other preventative maintenance services including tire rotations, air filters, wiper blades, state inspections, coolant and washer fluids.

Our mission at Strickland Brother's 10 Minute Oil Change is to **exceed the expectations of every customer** by setting and meeting service standards that are innovative and centered around the highest level of service, **every time**.

#### **Services provided on site:**

- Stay in your car oil changes
- State inspections
- Tire rotations
- Air filters
- Wiper blades
- Coolant and washer fluids

#### **Number of Employees**

- 3-4 employees will be on site at any given time.

#### **Hours of Operation:**

Monday – Friday: 8:00 am – 7:00 pm

Saturday: 8:00 am – 5:00 pm

Sunday: 10:00 am – 5:00 pm

#### **Parking Breakdown:**

Minimal parking. 3-5 spaces in rear of site for employees. Customers stay in their vehicles as model is centered around drive thru services. Customers spend an average of 10 minutes in the bays.

#### **Peak Hours**

Monday – Friday: 10am – 4pm

Sunday – Saturday: 10am – 2pm

The average shop will do around 6 cars per hour resulting in a stacking of 1-2 cars per bay.