

Dear Sir or Ma'am,

If you're reading this glossy letter and flyer, then I have personally visited your facility because we may have an opportunity to collaborate for mutual benefit. I am searching for a location to open an automotive service shop. You can see my complete business plan at my website, thinkcitypdx.com, but I'll provide the broad strokes here:

- My shop will specialize narrowly on two models of car:
 - Think City: It was only about 5 years ago when the Norwegian company (at one time owned by Ford) could boast the most experience in the world for manufacturing electric vehicles. Think exported 400 of the model year 2011 City (the only model it produced) to the US, and around 125 of those vehicles are in the vicinity of Portland. Hawthorne Auto Clinic, my former employer, was the warranty service center for these cars, and I was the technician that performed all the service. Today I am one of the leading experts in the world on these cars.
 - Toyota Prius: Ubiquitous on the streets of Portland, Prius accounts for about 50% of all the hybrids on the road today. Consumer Reports consistently ranks it highest in its class for reliability. I have extensive training and experience working on these cars. The manufacturer's software and hardware that are required for working on Prius will also allow me to work on any other model of Toyota to increase sales volume. Limiting my focus to Toyota reduces the cost of specialized tools and parts inventory, increases efficiency and reduces warranty repairs.
- Shop operations will depart from the norm for auto repair in a few important ways:
 - Transparency will be paramount. Financial information is the primary focus of this policy, so that customers can understand exactly what they are paying for. More literally, the shop will be live-streamed to the Internet so customers can see their car as I am working on it.
 - Parts will be sold at-cost. My business model creates revenue by selling expert labor. The cost of parts are incidental to repairs and have a neutral effect on revenue. This reduces the conflict of interest that is inherent in automotive repair where the inspector of the car also benefits from the sales of repairs.
- The basic requirements for a shop facility are:
 - Zoning: CG, CS, I or E.
 - Minimum area: 500 sqft
 - Monthly lease rate (including NNNs): \$1,000 to \$3,000
 - At least one grade-level, drive-in door
 - Minimum ceiling clearance of 12 ft to accommodate a vehicle lift

If you can sublease extra space in your facility, then I may be able to provide you an additional revenue stream and a good tenant/neighbor. As a new business owner, I will be tenacious in ferreting out the best opportunity for locating my shop, but at the same time I don't want to waste anyone's time. If you are certain that you cannot or do not want to lease space to me, please just let me know via phone call, text or email, and I will be sure to not bother you any more. Also if you have any suggestions for locations that I should investigate, I would be greatly appreciative to hear them. But I hope to hear from you in the affirmative, and look forward to meeting you. Many thanks,

John Mayer
Owner, Sole Member
John M. Mayer, LLC

Its time to

OPEN SHOP

THINK*city*



TOYOTA
PRIUS

