

Program Details

The IIFM (Install-It-For-Me) program is an exciting new way for PowerStop Authorized Installers to gain new customers who are seeking installation for customer-supplied PowerStop kits. The IIFM market, which is already visible in the tire category, has grown rapidly over the past few years. The overall goal is to drive enthusiasts that make online purchases back to shops for the installation. These customers normally avoid shops and either do it themselves or find other installation methods outside of the shop setting.

After the customer purchases the kit online, PowerStop will link* the purchaser and authorized installer together based on criteria that the customer picks: location, pricing, ratings, or how quickly the shop can get the customer in. This program is at no cost to the installer! With more customers purchasing brakes online each year, this program will bring many of those customers already purchasing online into your shop for installation. The customer will pick the shop during the online checkout process. When your shop is selected, notifications will be sent to both parties so that everyone has contact information needed to ensure a smooth installation process.

PowerStop is the inventor of the one-click brake kit, containing pads, rotors, and hardware. While PowerStop does sell brake pads and rotors separately, it is anticipated that most of the customers will be bringing a brake kit in for installation. Calipers with our signature red powder coating are available for many applications. A full pad, rotor, and caliper kit is a great opportunity to wow a new customer. The looks, performance, and low-dust pad formulations will keep the customer happy while the labor charges, opportunity to inspect the vehicle, and new customer are a huge bonus for the shop.

What's in it for Shops?

- No cost to enroll in program
- See online enthusiast customers that don't normally have a shop doing installations
- Customers bring a paid job that any qualified tech can perform
- Opportunity to gain a new long-term customer without having to spend money and time on marketing
- Free set of Z17 brake pads after signing up
- Free listing on AutoMD.com website with over 100,000 views per month

No contracts or agreements to sign. Just a few items to ensure the experience goes smoothly for the customer and installer.

Installer agrees to:

- Work directly with customer for scheduling or schedule changes after initial appointment is created by PowerStop or online retailer.
- Fill out profile page and include pricing. Pricing, hours, location, shop pictures, ratings, etc. are all items that customers check. **Filling the profile out completely will make your shop stand out and help draw more customers.**

- Verify part numbers of all components are correct on the PowerStop Pro Hub before starting work. (If parts are incorrect, please let the customer know that they will need to work directly with the retailer where they purchased their brake kit to obtain the correct parts)
- Abide by pricing listed on website for the install, but that does not include taxes, shop supplies, bleeding/flushing fluid, etc. You will be able to set pricing while setting up your profile.
- Follow PowerStop installation/break-in procedure before releasing vehicle to customer

The following language will show up for the customer during the checkout process:

Purchaser will agree to:

- Contact shop to verify appointment for installation
- Make all efforts to attend appointment at agreed upon time/date and reschedule with shop if the appointment can't be attended
- Work with the retailer if the wrong part number(s) are received and ship back incorrect parts
- Work with the retailer if there is a warranty issue
- Work with the shop directly for the installation and pay the shop for their labor charges and any other associated taxes or fees

**Power Stop, LLC does not accept any liability for the customer/installer interaction. The program is to link the customer and installer and any transactions are solely between those two parties. Power Stop, LLC does not receive any compensation on the customer/installer transaction.*