How Advanced Automotive Performance Increased their ARO to $1,200!

ADVANCED AUTOMOTIVE PERFORMANCE

CASE STUDY

Uxbridge, MA
RepairPal Certified since 2012
Number of Technicians: 4
Number of Service Bays: 4

A family-owned and operated business, Advanced Automotive empathizes with its customers and the stresses that come with having their cars repaired. The friendly team goes out of its way to make customers feel welcome, comfortable, and satisfied with their service experience.

CHALLENGES BEFORE USING REPAIRPAL

Recognizing the need to set Advanced Auto apart from its competitors, Jason, the owner, knew they needed to improve their online presence and marketing efforts. However, juggling the demands of a thriving shop while establishing a comprehensive marketing strategy proved time-consuming. This is where RepairPal steps in.

Marketing Strategies

Jason wanted to boost Advanced Auto's online presence and marketing strategies to stay ahead in the changing automotive industry. He aimed to use fresh ideas to connect with more customers online and make Advanced Auto stand out.

Time-Consuming Marketing

Balancing the daily tasks of running the shop with creating a solid marketing plan proved to be time-consuming. It became clear that finding a practical and efficient way to manage both aspects was essential to ensure everything ran smoothly.

Efficient Processes

Choosing RepairPal emerged as a sensible solution to streamline marketing efforts and improve overall efficiency, hoping to provide a strategic platform to seamlessly optimize various aspects of the business.

The customers RepairPal sends us value maintenance and proactive repairs on their cars to maximize lifetime expectancy and minimize unexpected and unnecessary costs from neglected previous repairs.

JASON MALO
OWNER | ADVANCED AUTOMOTIVE PERFORMANCE

OPPORTUNITY WITH REPAIRPAL

At Advanced Auto, Jason and his team prioritize customer education and pricing transparency above all else. They firmly believe in providing clear explanations of services and any necessary repairs, ensuring clients are fully informed every step of the way. With RepairPal, Jason recognized an opportunity to build a reliable partnership, an extended arm to handle customer acquisition, while Jason focused his time and resources on delivering exceptional service.

▶ TRANSPARENCY

Jason prioritizes customer education and transparency, ensuring he and his team consistently communicate the services to be performed, address specific issues, and outline any additional repairs required. This aligns seamlessly with RepairPal's dedication to transparency, reinforcing its dedication to keeping consumers well-informed about services, pricing, and the overall repair process.

▶ NEW CUSTOMERS

By utilizing RepairPal, Jason saw an opportunity to alleviate the burden of customer acquisition, enabling the platform to handle this aspect of business development. This strategic use of RepairPal allows Jason to concentrate on delivering exceptional service and simplifying his workload while the platform efficiently attracts new customers.

RESULTS

By creating a complete Shop Profile listing on RepairPal's directory and signing up for referrals from major partners, RepairPal made it effortless for Jason to attract high-quality customers and drive foot traffic to his shop. Through targeted marketing efforts, Advanced Auto experienced significant improvements in SEO and Google ranking and received a steady influx of new customer reviews.

Participation in RepairPal's Partnership Program also facilitated increased exposure, expanding Advanced Auto's reach beyond Uxbridge. With RepairPal handling marketing initiatives and Advanced Automotive focusing on customer education and service delivery, the partnership has proven to be a winning formula for business growth and expansion.

PROVEN RESULTS

350

Over 350 Customer Reviews and counting.

$1,200

Monthly RepairPal ARO of over $1,200

1,600+

Over 1,600 total leads

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