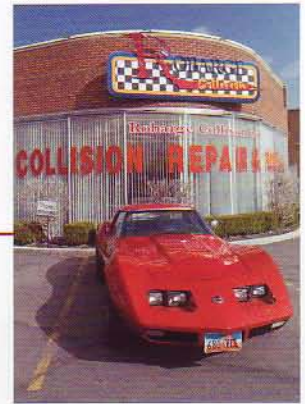


A Real Cinderella STORY

ROBARGE Collision



To Cary Robarge, owner of Robarge Collision in Spanish Fork, Utah, his career was nothing short of the proverbial fairy tale. "I'm a real Cinderella story," he says. "You know what they say – be careful what you wish for. If you work hard enough, you can work your way up to own the place!"

And own it, he does. Robarge has been in the auto repair business for over 20 years, first as a painter in a dealership body shop. He then went on to become a parts manager, then an estimator, then a shop manager at his present location. He worked for the previous owner for 15 years before the man retired and sold the shop – and the dream – to Robarge.

Over the past four years of ownership, his staff of 15 – including four in the body shop, two painters, three in accessory and detail, and six in the office – help him deliver 55 vehicles per month. In addition to mainstream insurance collision repair, an on-site accessory division adds 10 percent to his overall revenue.

It's more than just paint.

So what's the secret to his success? Happy, satisfied customers. And his 98.7 percent Customer Satisfaction Index rating reflects just that. His goal is to ensure customers come in and leave happy, and BASF plays a key role.

Robarge relies on the R-M® Diamont™ line of products. Known for their value and versatility, they provide Robarge with all the benefits crucial to his business and his customer's expectations. "Not only do they provide an exact color match and performance, they also give me the speed and productivity I need to maximize my profitability. And as a shop owner, that's most important." In fact, it helps push five to six cars a day through his paint booth.

It's about building relationships, too.

Robarge also cites VisionPLUS® tools – from new technology updates and continuing education to Performance Group membership – that really give him an edge. He acknowledges he wouldn't be where he is today without their guidance and support. "Cary utilizes VisionPLUS OnLine tools to analyze and improve his day-to-day operations," says Brad West, a BASF Rep in Salt Lake City. "He's developed strategies to increase productivity, and is steadily building his business."

Attending Performance Group meetings allows him to step outside his shop a few times a year to see what's going on and get the inside scoop from other industry professionals. In the process, it builds important relationships. Robarge considers the group members friends, not just business associates. He feels free to call them up, bounce ideas off them and share strategies that help him deal with the repair business. That's something he would not be able to do without group membership.

The Performance Group also allows him to measure himself in key areas – labor, profits, production – on a national level. "It really opened my eyes to be able to share the data with others ... to see how performance affects the bottom line. It broadened my horizons on what I can do at a local level!"

And when you broaden your horizons with hard work, quality products and professional support, fairy tales can indeed come true.



Dreams come true for co-owners Cary Robarge and his wife Judy, along with the rest of the Robarge Collision team.