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## **FOR IMMEDIATE RELEASE**

### **Christian Brothers Automotive Corporation Ranks in Top Half of Franchise Business Review's Top 50 Mid-Size Franchisors List**

*National Automotive Repair Company Recognized for Franchisee Satisfaction*

**HOUSTON – (March 2011)** – Christian Brothers Automotive Corporation, the nation's leading automotive service and repair franchise system, ranked 18 in Franchise Business Review's (FBR) 2011 Franchise Satisfaction Awards, a list that recognizes the highest overall franchisee satisfaction according to an annual survey. It is the brand's fourth appearance on the list.

"Christian Brothers Automotive Corporation requests its franchise owners to survey the company through FBR so we can have an up-to-date pulse check on the quality of support we are giving to our franchise owners," said Mark Carr, founder and president of Christian Brothers Automotive Corporation. "Each year, we take their feedback and implement new business practices to raise satisfaction levels, which as the results indicate, have continued to increase our yearly ranking. We are dedicated to building a strong, successful franchise system."

The findings reported that 93.4 percent of Christian Brothers Automotive owners would undergo the process of opening a franchise all over again if they had the choice. 93.6 percent said they would recommend a Christian Brothers Automotive franchise to their friend or family member.

The Franchise Business Review (FBR) is based on a survey of more than 10,000 franchisees representing more than 300 franchise companies. In addition, FBR surveys more than 400 leading franchise systems in the U.S. up to five times, maintaining the largest database of franchisee satisfaction data in the world that also doubles as a valuable benchmarking tool for franchisors and the media.

"For someone considering investing in a franchise, no single factor is more important than franchisee satisfaction," said Eric Stites, president and CEO of Franchise Business Review. "The level of current franchisee satisfaction with any franchise is a primary leading indicator of future success."

With its upscale home-charm décor, Christian Brothers Automotive has become a favorite car repair destination for the areas it serves, particularly among women who are used to the dirty, dingy image of auto shops and questionable practices.

"Historically, the automotive repair industry has been plagued by negative perceptions, and people are traditionally more hesitant about the car service experience because of the dishonesty often associated with the industry," added Carr. "Christian Brothers Automotive exists to challenge the norm by insisting on quality, fairness and first-rate customer service at all times."

Christian Brothers Automotive, which began franchising in 1996, distinguishes itself among other franchise concepts with a family-first value system. All locations operate during traditional working hours; however, they are closed on weekends so that owners and their employees can share quality family time.

“We want to be the light both in our industry and in the communities we serve nationwide,” added Carr. “Christian Brothers Automotive franchisees are professional business owners and as members of their respective communities, greet each and every customer and personally tend to their questions and concerns.”

Christian Brothers Automotive provides full-service automotive diagnostic testing and evaluation, maintenance programs and repair work for all domestic and foreign vehicles at each of their locations. All Christian Brothers Automotive facilities are staffed with automotive service excellence (ASE) certified technicians.

For more information regarding Christian Brothers Automotive, please visit [www.ChristianBrothersAuto.com](http://www.ChristianBrothersAuto.com).

### **About Christian Brothers Automotive**

Christian Brothers Automotive Corporation is one of the nation’s leading automotive service and repair franchise systems with 81 locations open and an additional 35 under development in 14 states including Arkansas, Arizona, Colorado, Florida, Indiana, Texas, Oklahoma, Michigan, Missouri, Kansas, Tennessee, Georgia, Mississippi and Alabama.

Mark Carr, president and CEO of CBAC, opened the first Christian Brothers Automotive in Houston, Texas in 1982. The store’s main principle was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of CBAC today. CBAC began selling franchises in 1996 and continues to grow at a pace of thirteen to sixteen stores annually. The company also continues to maintain a 100 percent success rate with its store operations, never having closed a location.

### **About Franchise Business Review**

Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. The firm’s services include commissioned franchise research projects, as well as industry-wide studies of franchisee satisfaction. Franchise Business Review is headquartered in Portsmouth, NH, and can be reached at (603) 433-2270.

Visit <http://www.FBR50.com> or <http://www.FranchiseBusinessReview.com> for more information.

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