

# GWINNETT BUSINESS JOURNAL



Christian Brothers Automotive features ultra-comfortable, home-like waiting areas

## Women drivers wanted

Christian Brothers Automotive Corporation, coming soon to Grayson, finds favor with women auto owners

by Dana Urrutia

**With a waiting area that looks like a model home**, ultra-clean service bays, courtesy shuttle service, and a commitment to honesty and integrity, Christian Brothers Automotive Corporation (CBAC) is anything but the stereotypical auto repair shop. The company's unique business model is finding favor with customers of all genders – most notably among women auto owners.

The Houston-based company will open its third Gwinnett location in Grayson this winter, near the intersection of Moon Road and Loganville Highway, giving residents access to the rapidly expanding auto repair franchise that company officials say has created a "culture shock" in the marketplace with its commitment to honesty and integrity. Christian Brothers also has locations in Suwanee and Hamilton Mill, as well as in Alpharetta and Stockbridge.

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With its upscale home-charm décor, CBAC has become a favorite car repair destination for the areas they serve, particularly among women, who can be leery of the image of auto repair shops and are concerned about companies that may take advantage of those who don't know the ins and outs of what's under the hood. "Soccer moms" are a key target audience for CBA and franchise owners report that 60 to 65 percent of their customers are women.

It's a strategy with strong bottom-line appeal. Women make about 80 percent of all buying decisions, says Fara Warner, author of *The Power of the Purse*. They also control \$7 trillion in purchasing power, she adds, and by 2010 are expected to control more than \$13 trillion in private wealth.

The new Grayson facility will start construction within the next 45 days and is slated to open by the end of 2009. Company

plans call for an additional location to open in Gwinnett County during the next three years with qualified franchise investors.

Christian Brothers Automotive Corporation is one of the nation's leading automotive service and repair franchise facilities, currently operating more than 50 stores in nine states.

Mark Carr, president and CEO of CBAC, opened the first Christian Brothers Automotive in Houston in 1982. The store's main principle was to run an automotive repair facility based on honesty, integrity and exceptional customer service, which is still the core philosophy of CBAC today. CBAC began selling franchises in 1997 and continues to grow at a pace of seven

to eight stores annually. The company also continues to maintain a 100 percent success rate with its store operations, having never closed a location.

CBAC 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 of CBAC's facilities are staffed with Automotive Service Excellence (ASE) certified technicians.

In addition, the faith-based company goes against the grain of the traditional franchise model by offering franchisees an annual salary package of more than \$70,000, including comprehensive family health insurance and a 50 percent share in store profits.

Visit [www.cbac.com](http://www.cbac.com) for more information.

