



LEFT: Working in harmony Demi and Chris Pearson; below: Lowbake has done them proud with this super shop fit out.

CorporateAutoBody
Accident Repair Centre



CORPORATE AUTOBODY

Corporate Autobody is run by a go-getter couple who have invested in their future and know how to stand out from the crowd.

THE JUDGES HAD visited Chris and Demi Pearson's previous shop, which was a cramped start-up with less than ideal flow. The couple started out six years ago with just one painter who they had to let go in the first week because they had no work and no credit.

Now they have a database of over 2000 customers who they regularly keep in touch with, sending mailers, Christmas cards and calendars. They reinvested all of their profits into the business before taking the plunge and fitting out a brand new state-of-the-art workshop in Thomastown after a great deal of planning and preparation, and now employ a staff of 10. Their only regret about the new factory is whether they got one big enough.

The presentation of the business is modern, clean and sharp. An excellent website sets out its credentials and sells its expertise, investment in equipment and training and commitment to the customer. The reception area is bright and modern and the staff all wear Corporate Autobody uniforms.

Corporate ticks all the right boxes for a modern smash repair facility that has positioned itself for the future. It has a clean work environment, employing a full-time cleaner/maintenance man; a keen eye on OH&S issues; it employs apprentices, is mindful of its environmental responsibilities and is active in the

local community with sport and charity sponsorships. To save money on hire car costs, the Pearsons have started their own courtesy car company.

Around 95 per cent of the work the shop carries out is for insurers, with 75 per cent of it drivable hits. The couple have also created relationships with dealership and car yards who recommend them to customers and use the shop for their own repairs.

We liked their confidence in the quality of the work they produce and their customer care policy on the ground, that if you don't believe in yourself then no one else will.

"We provide a product that is second to none," Demi Pearson says. "We have a good balance of customer satisfaction and insurance company approval. We have put our heart and souls and money into our business to get where we are today."

The Pearsons have a 10-year plan, they know where they want to be and they have the energy and commitment to get there.



POWELL'S COMMENTS

This husband and wife team had a rocky start to their business but with hard work and dedication has developed it into a well-equipped and highly respected repair business. (And they're still married!).