

Survey of Major Yellow Pages Advertisers *

Auto Body - Repair & Paint

Comparative Ad Analysis for _____

| | | | |
|---|--|---|--|
| Services Offered or Problems Solved: | Cars/Trucks/Vans/4X4's Collision Specialist Body/Frame Reconstruction Domestic & Foreign Painting/Color Matching Insurance Claims Insurance Appraisals Welding/Spot Welding Unibody Specialist (Bench) Expert Rust Repair Classic Auto Restoration Fleet Svc/Corporate Programs Computerized/Laser Frame Alignment/Measuring Windshields/Windows/Glass Computerized Color Matching (Latest) Auto Paint Innovations Paintless Dent Removal Lease Turn-In Repairs | Sandblasting/MIG Welding (24/7) Towing Svc/Car Carrier Buy & Sell Used Cars Sun Roofs/Moon Roofs Upholstery Repaired/Replaced Frame Fabrication Complete Detailing Bumper & Grille Work Dings and Dents – Expert Repair Front-End & Chassis Specialist Auto/Truck Repairs (Details) Dashboard/Steering Col. Repairs Fiberglass Repair/Molding Boats/RV's/Motor Homes Heavy Collision Work Complete Vehicle Reconstruction Chassis Measuring Hail Damage/Running Boards “We Work With Your Deductible” | Spot Repairs – Dents/Dings/Creases (Complete) Theft Recovery Repairs Air Bags/Crush Zones Ground Effects/Spoilers Anti-Lock Brakes/AC Systems Car Makes Specified (Some) Oven-Baked Finish / Vinyl Tops–New/Repair Complete Electrical Service From Economy to State-of-the-Art Finishes “Meet or Beat Other Estimates” "Work With You on Your Deductible" Freon & Coolant Recycling (Factory) Downdraft Paint Booth Vandalism/Theft Reconstruction EMPHASIS - WORK WARRANTIES Complete Wreck Rebuilding Suspension Alignment & Mechanical Precision Frame Straightening E-Z Liner/Car-O-Liner Alignment System |
| Confidence Factors: | Years in Business Certified by IASA, ASE, etc. Written Warranties/References Expert Color Matching, etc. Laser Measuring Accuracy Factory Authorized/Trained I-CAR Trained / No Backlog | Original Factory Parts/Colors Specialty - BMW, Japanese, etc. Downdraft Spray Paint Booth State-of-the-Art Equipment (List) Insured/Licensed (Where Appl.) "Environmentally Sensitive" Secure/Indoor Storage (Alarmed) | Independent/Family Owned & Operated Bring Car Back to Factory Specs Unibody Repair by Machine & Laser Recommended by Ins. Cos. / Accept All Ins. AAA/Local Assns / No. of Cars Painted Work Directly With Ins. Co. / OEM Parts Some Brands – GM Parts, Euro-Paint, etc. |
| Convenience Factors: | Days/Hours of Operation Pick-Up/Delivery Loc. Data/Maps/Areas Served Fast In-Out Time/No. of Bays Drive-In Claims Center | Credit Cards/Deductible Financed Free (Mobile) Estimates Saturday Hours/While-U-Wait Handle Insurance Paper Work Free Towing (Conditional) | Referral Shop/24-Hour Towing (AAA) Clean, Comfortable Waiting Area Invitation to Visit Website Toll Free/Fax No. / Web/E-Mail Address (Free) Loaners/Rental Cars/Shuttle |
| Special Services or Extras: | Rust Proofing/Undercoating Out-of-State Wreck Retrieval “Straightened to the Millimeter” Pinstripes/Two-Stage Painting Sealer Systems/Accessories Car/Van Customizing | Senior/Military Discounts Pre-Accident Appearance Safety Checks/Fiberglass Repair 2-Stage Urethane Paint Specialist Foreign Language(s) Spoken Spray/Bake Booths-No. of Colors | “Infra-Red Quartz Drying System” Stereo Replacement / Power Locks/Windows “Accudraft Paint Booth Technology” Repair Facility – Major Insurance Cos. Antique Cars/Fiberglass Boat Repairs Interest-Free Deductible Financing |
| Typical Related Headings: | Auto Repairing & Service Automobile Dealers - Used Cars | Auto Wrecking (or Wrecking Svc) Towing Service | Auto Air Conditioning Repair & Recharge |

Survey of Major Yellow Pages Advertisers *