

Survey of Major Yellow Pages Advertisers *

Automobile Detailing & Clean-Up Service

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Complete Automobile Detailing Cars/Vans/Trucks/Limos Interior & Exterior Car Care Hand Wash & Dry (Towel) Waxing & Buffing (Hand) Complete Carpet Shampoo Seat/Upholstery Cleaning Complete Wash & Dry Bug & Tar Removal Fleet Care (Large/Small) Teflon Protection/Sealing Oxidation/Rust Removal Oxidation/Rust Protection (Electronic) Deodorizing Recreational Vehicles (RVs) Paintless Dent Removal Car & Truck Accessories Machine/High-Speed Buffing Paint Conditioning Electronic Rust Proofing	Boat Detailing / Airplanes Overspray & Fallout Removal (Teflon) Paint Sealants (Light) Scratch Removal Dings/Chips/Minor Dents StonGard Clear Bra Steam Undercarriage/Undercoat Vinyl Protection/Conditioning Engine Detailing Commercial Vehicles Acid Rain Protection Recreational Vehicles Motorcycles/Semis Windshield Repair/Replacement Window Glass Tinting Leather Conditioning/Protection Mobile Car Wash Interior Shampoo New Car Protection Package Hot Carnauba Wax	Airbrush Touch-Up Tires & Wheels Cleaned & Polished Wood Dashes Trunk Cleaning Fabric Protection (ScotchGuard) "Car Salon" Used Car Polishing & Reconditioning Fire/Smoke/Water Damage Engines Steam Cleaned/Degreased Pet Odor Removal Maintenance Plans – Monthly, etc. Running Boards Clay Buffing/Gold Plating Regular Maintenance Programs Perma Plate Interior/Exterior Sealants Simonizing/Armour All Packages Described – Some Prices Given Touchless Car Wash
Confidence Factors:	Years in Business Work Guarantee (100% Satisfied) Licensed (Where Applic.) "Full Detail Shop" Auto Dealer Recommendations	Soft Cloths Used 24-Hour Rain Policy/Guarantee Fully Insured / Bonded "Award-Winning" "Full Service Auto Detail"	No Brushes / Zymol Products Used Specialization - Overspray, etc. Year-Round Service "We Recycle Our Water" Car Specialty – BMW, Mercedes, etc.
Convenience Factors:	Hours/Days Open Delivery Location Data/Map Credit Cards "We Come to You" Local Shuttle	Same Day Service Low Prices / Monthly Billing Toll-Free/Fax Number Waiting Room/TV Area Invitation to Visit Website	(Free) Vehicle Pick-Up & Drive-Thru Hand Car Wash Website/E-Mail Address Multi Locations/Rental Cars While You Wait or by Appointment
Special Services or Extras:	Swirl-Free Wax Finishes Auto Graphics Pinstriping Fleet Discounts Gift Certificates	Custom Chrome Accessories Woodgrain Dash Covers Wheels/Wheel Covers "Call for Monthly Specials" Sheep Skins	Rim Skins/Spoilers Gift Shop/Boutique Military Discounts / Trade Shows Discount if Mention Yellow Pages Senior Discounts

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Typical Related Headings:	Car Washing & Polishing	Automobile Repair & Service	Auto Body Repair