



How Meineke Car Care Center #611 saw a Significant Increase in Their AROs!

MEINEKE CAR CARE CENTER #611 SUCCESS STORY

Omaha, NE

RepairPal Certified since 2022

Number of Technicians: 3

Number of Service Bays: 6

With a solid reputation for excellence, Meineke Car Center #611 has become the go-to spot for car maintenance and repairs in their local community. Meineke's team of experienced technicians are dedicated to providing reliable service with a smile, ensuring every customer leaves satisfied.

CHALLENGES BEFORE USING REPAIRPAL

Before using RepairPal, Meineke faced challenges such as expensive advertising costs and reliance mainly on word-of-mouth marketing. There was definitely a need to ramp up business while also seeing a return on their investment. The team at Meineke struggled to find a solution.



Expensive Marketing

Meineke experienced significant challenges with expensive advertising campaigns but failed to see the desired results. Competing in the automotive service industry often requires a substantial marketing budget, making it difficult always to stand out.



Heavy Reliance on Word-of-Mouth

Depending solely on word-of-mouth marketing can be restrictive, limiting the geographical reach of Meineke's customer base. Word-of-mouth marketing can be unpredictable, leading to inconsistent business growth.



Not seeing enough ROI

Because of the absence of data measuring, the effectiveness of marketing strategies might have been challenging for Meineke. Lack of clear metrics resulted in an inability to determine the success or failure of specific marketing campaigns. With a large number of oil change requests, Meineke needed to ramp up business while also seeing a return on investment.



“At first we were skeptical, but signing up with RepairPal has been a total blessing for our business and we'll never quit being a member.”

SCOTT FLETCHER



OPPORTUNITY WITH REPAIRPAL

For Meineke, RepairPal presented an opportunity to increase business through partnership referrals, as well as the program's native marketing. Despite initial doubts about the investment, the team felt optimistic that they would see an immediate return in new business.

COST

The owner was initially hesitant about the cost, especially after the cost of expensive marketing with no ROI. Because RepairPal's millions of customers would bring in mid to major mechanical repairs, the owner knew it would be more than paying for the monthly cost.

POTENTIAL RESULTS

Scott liked the idea of the partnerships that RepairPal offered and promised the owner he could get results from the certification within 3 months

WARRANTY & PARTNER PROGRAM

Extended warranties + CarMax partnership brought in business right away

RESULTS

After completing what they considered a relatively simple and straightforward certification process, Meineke was set up with their shop profile and marketing assets. A few weeks after certification, they generated new business from RepairPal's Partnership Program.

Since becoming RepairPal Certified, there has been a noticeable uptick in business during what is typically considered a slow season. This surge in activity suggests a positive impact of being RepairPal Certified and recent changes or strategies. Introducing leads tied to warranties has contributed to an immediate "trust factor." The built-in assurance provided by these leads has seemingly fostered confidence among customers, translating into increased business, especially during traditionally slower periods.

KEY SUCCESSES

Meineke 611 notably received oil change requests via their online appointment scheduler. RepairPal's Partnership Program now positions the shop as a preferred partner for extended warranties. This has significantly increased their average repair order and overall volume in business.

Why Meineke Shops are Joining the RepairPal Network

MEINEKE SHOPS IN THE REPAIRPAL CERTIFIED NETWORK

60+

AVERAGE ANNUAL REVENUE GENERATED BY EACH MEINEKE LOCATION

\$30K

AVERAGE REPAIR ORDER [ARO]

\$825

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