



How Charlie & Ray's Auto Repair Increased their ARO to \$400!

CHARLIE & RAY'S AUTO REPAIR CASE STUDY

Essex, MD

RepairPal Certified since 2022

Number of Technicians: 3

Number of Service Bays: 4

A town staple for over thirty years, Charlie & Ray's Auto Repair changed ownership in 2021. Aiming to stay current with industry changes, Rich's focus is on updating antiquated practices and giving the business a facelift for modernization.

CHALLENGES BEFORE USING REPAIRPAL

Since the shop was recently acquired, Charlie & Ray's struggled to break free from the previous owner's old-school approach. The absence of a website, marketing, and computer systems affected the shop's visibility and overall efficiency. Low average repair orders and a reputation of being the "cheapest option" led to financial struggles and customer loss, prompting the need for strategic changes.

Marketing Strategies



The absence of a website, marketing, and computer system significantly hindered the business to bring in new customers.

Low ARO's



Before using RepairPal, the repair shop had a low average repair order of less than \$200.

Low Customer Retention



The repair shop experienced a loss of customers due to its focus on being the cheapest option in town.



SO FAR, IT'S BEEN QUITE A BENEFIT FOR US. IT'S BROUGHT BUSINESS IN THAT WE PROBABLY WOULDN'T HAVE HAD JUST BECAUSE OF THE LACK OF MARKETING.



Charlie & Ray's



OPPORTUNITY WITH REPAIRPAL

The owner, Rich realized, to grow the business and make it successful, they had to reconstruct their pricing model and explore new opportunities. Having learned about RepairPal through industry magazines and podcasts, he recognized the potential for enhanced visibility, marketing, and attracting new customers. He also noticed the advantage in having one solution to alleviate many of their pain points

BRINGING IN NEW CUSTOMERS

Rich recognized an opportunity with RepairPal to significantly boost its visibility, enhance its marketing strategies, and attract a steady stream of new customers by leveraging RepairPal's platform and its broad reach.

IMPROVED PRICING STRUCTURE

Rich had a strong desire to move away from the previous owner's pricing model and explore new growth and profitability opportunities. Partnering with RepairPal was a promising way to achieve this, given its potential to improve pricing strategy, increase visibility and transparency, and attract a broader customer base.

RESULTS

After getting RepairPal Certified, Charlie & Ray's Auto Repair saw a significant boost in both visibility and new customers. Rich, the owner, noticed **immediately that their average repair order jumped from under \$200 to \$400.**

This growth came from better internal processes, switching to a cloud-based shop management system, and **adding RepairPal's estimate widget to their website, making it easy for customers to get accurate quotes.**

Partnering with RepairPal also helped the shop stand out in a competitive market. **Being part of RepairPal's trusted network made the shop more visible to people looking for reliable, certified repair services.** As more new customers came in, their foot traffic grew, and the increased trust led to better customer retention.

On top of that, working with warranty companies through RepairPal built even more customer confidence. The claims process became smoother, which made things easier for customers with extended warranties and helped reinforce the shop's reputation for reliable, customer-first service.

Thanks to the RepairPal partnership, Charlie & Ray's Auto Repair saw lasting growth with more customers, stronger loyalty, and a solid place in the market.

INCREASE IN ARO

\$400

Average Increase in ARO

Stay Connected with RepairPal!

 /RepairPalShops

 /repairpal_shops

 /repairpal

 /repairpal

 /repairpal