



Rev-A-New Collision Center Marketing & Consulting

REV-A-NEW Marketing Company, Inc. Collision Center / Body Shop Marketing Serving:
Los Angeles, Orange, Riverside,
San Bernardino & San Diego Counties
[Since 1994]



About Rev-A-New

Creating New Working Relationships

Founded in 1993 by Brett Beaudette, Rev-A-New Marketing Inc. has gained the reputation of being one of the leading independent collision repair marketing firms in Southern California. Rev-A-New's clients are primarily large independent collision repair facilities throughout the Southland - Los Angeles, Orange, Riverside and San Bernardino Counties.

Many of the iconic, well known facility names in the collision repair industry have relied on the services of Rev-A-New Marketing Inc. for their marketing and consulting needs. Rev-A-New has produced many new working relationships for our clients in the collision repair industry by setting high standards and assisting facilities with their direct repair knowledge. We focus on understanding the nature of insurance relationships and develop communication and marketing required to gain access to new insurance company repair programs. We also have had the advantage of presenting facilities to carriers looking for facilities immediately – in all available areas of the Southern California.

Rev-A-New has provided consulting for larger independent collision centers and body shop owners since 1993 with great success. Our objective is to help the independent facility gain exposure to insurance carriers looking for repair facilities that meet and exceed their criteria and expectations. We set the standards for today's collision repair facilities by analyzing various factors - geographical location, cycle time, customer service, modern repair equipment, car rental accessibility, employee certifications, facility certifications, licenses, ongoing training and developing and by utilizing innovative estimating systems.

Marketing and consulting go hand in hand when it comes to creating and evaluating collision center marketing plans, profiles, target markets and objectives. The time invested developing these materials is the key to running a successful collision center. Our clients have made that investment that's why they rely on Rev-A-New to take them "beyond today's business".



Brett Beaudette

Since opening up his first business in Huntington Beach California in 1980, working as an independent detailer for a very large dealership and it's collision center, Brett knew the auto repair industry was his future endeavor. Brett developed ways to market himself and his business which lead into the car rental business in the late 1980's. This allowed him to hone his marketing skills by working with Collision Centers and Insurance Companies for Insurance Replacement Business. In 1990 Brett was hired by a large conglomerate collision repair franchise where he worked for a couple of years marketing the Collision Centers to Insurance Carriers, Dealerships, Fleet Accounts, and Manufacturer Accounts throughout Southern California. At this time Direct Repair programs where new to the industry. That was 17 years ago and Brett's relationships have kept him in business for a good reason.

Claims Managers and Collision Centers know that they can depend on Brett and his services to do the best possible job with pride and excellence. Brett helps facility owners develop open communication skills between themselves, customers, and the insurance carriers to create long lasting, good willed relationships with commitments from both sides.



Services

Easy & Sensible Marketing Strategy

Marketing and consulting: We are tenacious with on the phone and in your face marketing techniques. This provides access to the real decision-makers to determine the availability of new business probabilities in your area. We also focus on a complete marketing plan to help define the easiest and most sensible marketing strategy for your business. You can choose to have Rev-A-New train and develop you and your marketing team or outsource your marketing to Rev-A-New. Either way, the objective stays the same - to gain access to new accounts that will generate claims volume.

Collision center analysis: Our honest independent outside view of your business will help determine the focal points of your one collision facility or multiple locations. Rev-A-New analyzes geographical location placement probabilities. We study every aspect of your business such as the size of your location, capacity, equipment, training, certifications, owner(s) reputation, facility track record and or specialties such as truck repair, aluminum welding capabilities, etc.



We evaluate your current accounts, target markets, previous denials and contacts. Rev-A-New works with you to determine additional business volume, needs, wants and successes. Your facilities growth potential is maximized through reputation exploration – building healthy solid new relationships.

Marketing plan / strategy.

We will assist you in determining who is the desired target market and help develop the necessary tools needed to market your facility professionally and effectively. We review your advertising, signage, and online presence, including monthly referral sources. The results are used to develop an effective Profile Book used to inform the targeted market decision-makers. Rev-A-New's unique profile building and marketing tool development - guarantees your business maximum exposure.

In the field marketing.

Once all of the marketing tools are in place, we get busy with our agreed upon contact list and proceed to contact the decision-makers of the specified companies to determine the probability of placement on their programs. We arrange for the carriers to come to your facility to meet with you when necessary. If applicable we arrange facility inspections. Meetings are set to discuss the potential and probability of being accepted to their programs. We work with you to ensure the focus is in the interest of the new client and that all avenues and tools are utilized accordingly for long term mutual success.



Facilities

Repair Facilities That Meet & Exceed Expectations

Rev-A-New's affiliation with Collision Centers has been instrumental in helping Insurance Companies retain their customers, generate excellent cycle time and receive fair estimates which reduce severity costs. Rev-A-New is constantly in the facilities working with management to exceed all customers expectations by making sure all applicable procedures and commitments are being met.

Collision Centers are selected for repair programs based on the following criteria:

Location, Reputation, Size, Cycle time, Customer Service Index, In-House Car Rental availability, Towing, Storage Capacity, Generous Parking, Easy street access, Bilingual Abilities, Appearance, Insurance friendly estimators and guaranteed workmanship.



Collision Centers must also have the following Certifications to be considered for most programs:

- Must have a Class A shop based on CIC requirements,
- Three Dimensional measuring systems with print out,
- WCS03 Qualified Technicians,
- ASE B6 Certified Estimators
- Pollution and Safety Certified
- All Rev-A-New Collision Centers have met these requirements with many additional.

If you are an Insurance Company Representative, Claims Manager or Claims Management Manager and are interested in reviewing our Rev-A-New Collision Center List or are looking for a facility in a specific area, please contact:

Brett Beaudette: Email: facilityrequest@revanew.com

Phone: 714.313.8551



Contact Rev-A-New

Experience Our Unparalleled Service

Rev-A-New welcomes new collision centers and insurance carrier referral programs as we continue to serve the needs of our customers and clients. To inquire about our services, simply contact us in one of the following ways:

Rev-A-New Collision Center Marketing Inc.

Address: P.O Box 28314, Anaheim, CA 92809-0143

Phone: 714-313-8551

Fax: 714-281-0333

Email: info@revanew.com

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