

Former Retail Manager, Steven Leon, Turns Collision on Wheels Auto Body Entrepreneur

People are busy; it's difficult to be without one's vehicle while it spends days in a body shop. Mobil auto body service comes to home or office to do minor repairs quickly

Aug. 25, 2008 - [PRLog](#) -- Glendale, AZ Steven Leon, a retail manager at Fry's, traded his business suit for a logo-ed uniform to own and operate a Collision on Wheels (CW), We Come to You franchise in the Metro West Valley. "I liked that CW provided a much needed solution to consumers' minor collision repair problems which ultimately saves time and money," says Steven.

Collision on Wheels (CW), We Come to You is a national franchise company specializing in mobile collision and paint repair. The franchise services a niche market of consumers who don't have time to take their vehicle to a body shop for minor collision repairs and who are reluctant to make a claim to insurance companies.

When Steven decided he didn't want back into the corporate world, he looked into franchising. Having Retail Management skill earlier in his career gave him a wealth of experience on which to draw. He researched several concepts and found Collision on Wheels, We Come to You. Steven found the concept met a market demand that wasn't being addressed. "When consumers find we can take care of that grocery store parking lot dent or scratch at their home or office without giving up their car-- they are thrilled," says Steven.

A collision industry study conducted by the consulting firm, Frost & Sullivan found that consumers are more reluctant to report small collisions due to the concern that premiums would increase. The study also identified the growth area of the industry as "cosmetic repair" that falls into two categories. Consumers who need a quick repair because they plan on selling their car and those who have been in a minor accident and prefer to pay out of pocket rather than file a claim.

Collision on Wheels, mobile approach is positioned to meet this demand in the collision industry. "CW's mobile approach to minor collision repairs that are typically under the insurance deductible saves consumers time, money and maintains the resale value of their vehicles," says Steven.

Retail Manager turned entrepreneur Steven shares these "tips" to help consumers preserve the finish and resale value of their vehicles:

- Take care of any damage larger than a credit card prior to lease turn in.
- Wash and vacuum your vehicle once a week to prolong the life of the paint and interior.
- Immediately wash your vehicle if bugs stick to your cars' paint finish. Bugs contain acid that can eat away clear coat within 24 hours.
- Keep a cover on your dash in the summertime to prevent heat cracks.
- If you don't have a garage, park in shady areas. Sun damages the paint finish of vehicles over time.

"Consumers who follow these simple guidelines," says Steven, "will keep their vehicles looking good and preserve the resale value as well."

Collision on Wheels, We Come to You, is the largest chain of mobile paint and collision repair specialists in the U.S. with 45 metro market locations servicing residential and commercial customers.

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Mark began investing in real estate in 1981; he has purchased and sold over 3500 properties, including single family homes and commercial property. He teaches real estate and internet marketing classes at Wayne Community College in Detroit, Michigan

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