



Or scan our QR code



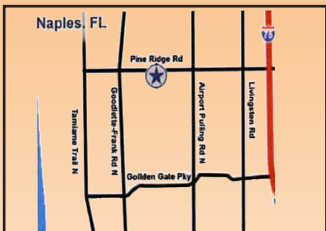
Ft. Myers

12791 Metro Parkway
Ft. Myers, FL 33966
Phone (239) 225-0600
Fax (239) 225-0602



Naples

1851 Pine Ridge Rd.
Naples, FL 34109
Phone (239) 566-2101
Fax (239) 566-1650



Cape Coral

1403 SE 10th Street
Cape Coral, FL 33990
Phone (239) 574-2324
Fax (239) 574-6853



**PLUS 12
LOCATIONS
IN MICHIGAN**

The Collex

UPDATE

A Newsletter For Our Customers

MEET OUR FORT MYERS MANAGER



RICK KOONCE

Lives in: Cape Coral
Years in body business: 30
Spouse: Dina
Kids: Chelsey, 24; Adam, 19
Pets: Max & Leeah (dogs)

Hobbies: Boating & fishing
Favorite food: Chilean seabass
Favorite TV show: American Idol
Favorite sport: Football
Favorite movie: Action movies
Favorite place visited: St. Thomas
Best part of job: "Being part of a great team."
Hardest part of job: Long hours
Key to success: "A positive attitude"

HELP US HELP YOU SAVE POLICIES

"33% of customers who shop insurance for a better rate will switch agents. However 75% of customers who shop insurance because of poor service will switch agents."

- J D Power & Associates



Often times that "poor service" is the result of an unsatisfactory experience in a collision repair shop. Yes, the agent gets the blame for what the body shop does wrong. This is true even if the agent didn't refer the shop! It's hardly fair, but it's a reality.

To avoid this potential policy loss, refer your customers to Collex where our CSI (customer service index) in Florida hovers around the 99% mark. Keep 'em happy, keep 'em yours.

THE WORST RESUME COVER LETTERS

The following quotes were taken from actual cover letters submitted with resumes to prospective employers:

"Thank you for your consideration. I hope to hear from you shortly."

"I saw your ad on the information highway, and I came to a screeching halt."

"Please disregard the attached resume. It's terribly out of date."

"Note: Keep this resume on top of the stack. Use all others to heat your house."

"I need just enough money to have pizza every night."

"It's best for employers that I not work with people."



"Here are my qualifications for you to overlook."

"My salary requirement is \$34 per year."

"I'll starve without a job, but don't feel you have to give me one."

"Although I'm seeking an accounting job, the fact that I have no actual experience in accounting may seem discouraging. However..."

WHAT IS THIS?



You've probably seen these odd-looking black and white patterned squares popping up all over lately. They're called "QR codes" (short for Quick Response codes.) They are, in effect, matrix bar codes or two-dimensional codes designed to be used by smart phones.

QR codes were first developed in 1994 for use in the automobile industry.

You can scan our QR code to immediately access our website. If your cell phone doesn't have a QR reader, you can have one installed, for free, at most cell phone stores.

Try it. It's quick, easy and definitely cool!

FUN FACTS

- It takes 3,000 cows to supply the NFL with a year's supply of footballs.
- The most productive day of the week is Tuesday.
- More Monopoly money than real money is printed each year around the world.
- Warren Beatty once worked as a rat catcher.

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QUOTES O' THE MONTH

"A computer once beat me at chess, but was no match for me at kick boxing."

-Unknown

"Never go to a doctor whose office plants have died."

-Erma Bombeck

OUR SERVICES AND BENEFITS

AUTOWATCH

Check your vehicle's repair progress on-line

eESTIMATES

Get an estimate of repair cost without leaving your driveway

FAST CYCLE TIME

50% quicker than the industry average

HIGH CSI SCORES

Over 98% approval rating, company-wide

ESTIMATE OPTIONS

There are various choices for every repair plan

ALL-CERTIFIED TECHNICIANS

To ensure safe, quality repairs

INSIDE/OUTSIDE CLEANING

We wash, polish and vacuum every vehicle

FREE FINANCING

90 days same as cash for qualified applicants

EMPATHY AND PROFESSIONALISM

Our staff takes the pain out of the repair process

MULTIPLE LOCATIONS

3 locations in Southwest Florida to serve you

LIFETIME WARRANTY

For as long as you own your vehicle

And much, much more!

DON'T LET THE WRONG CHOICE OF A COLLISION SHOP BE YOUR SECOND ACCIDENT™

SOLVING FUTURE TRAFFIC PROBLEMS

Traffic is generally accepted as a necessity of modern life, but it doesn't have to be. We don't have traffic because there are too many cars, we have traffic because people are bad drivers and don't have enough information to make smart decisions. Even if just a fraction of vehicles could communicate and override poor driving



decisions we could virtually eliminate traffic.

Cars that talk to each other are coming sooner than you think and they might just get rid of the most pesky, and dangerous, traffic-related problems.

The DOT recently sponsored a contest which asked entrants to come up with ways that Dedicated Short Range Communication (DSRC) technology could help alleviate traffic. Winning suggestions included solutions for traffic in dangerous conditions, "rubbernecking" and EVs running out of juice.

from the ...

FENDER BENDER FILES

● LIVONIA WINS CSI CUP

Congratulations to shop manager Jon Barnes and the entire Livonia team for capturing the Collex CSI Cup for August. The cup is awarded monthly to the Collex location with the best customer satisfaction scores. Livonia compiled a CSI of 9.94, a "kept informed" score of 97.1% and a perfect 100% NPS score. Awesome!

● AMERICA'S BEST DRIVERS

Allstate released its annual "America's Best Drivers Report" for 2011. The 200 most populous areas were measured and Fort Collins, Colorado was ranked as the safest place to drive, followed by Chattanooga, TN and Boise, ID. Cape Coral was number 42.

● JOKE O' THE MONTH

A man approached the sales counter of an auto parts store. "Excuse me," he said. "I'd like to get a new gas cap for my Yugo." "Sure," the clerk replied. "Sounds like a fair exchange to me."

● LAST MONTH'S ANSWERS

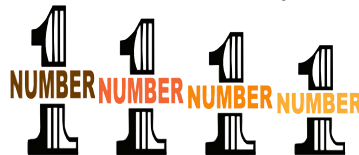
1)one-armed bandit 2)"One Flew Over the Cuckoo's Nest" 3)one-track mind 4)"One More Night" 5)Fiber One 6)Air Force One 7)all-in-one 8)"All for one and one for all" 9)"One Tree Hill" 10)The One-ders 11)one trick pony 12)one liner 13)"One Week" 14)hole in one 15)"101 Dalmatians" 16)one horse town

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Crash Test: "WE'RE #1" (Part 2)

There's no doubt that Collex is the #1 collision repair company in SW Florida. How much do you know about the number 1? Take this **Crash Test** to find out. **Good luck!**

1. What is position 1 in baseball scoring?
2. What state is famous for its scenic Highway 1?
3. How did 3 Dog Night describe the number 1?
4. In what sport is it impossible to have a 1 to 1 tie?
5. What is element #1?
6. What color is the 1-ball in pool?
7. Who had an album named "One Trick Pony?"
8. What is Commandment #1?
9. In what sport do you see a "one-timer?"
10. What is tarot card #1?
11. Who is considered the best athlete to wear the #1?
12. Who had the #1 hit with the #1 in these titles?
A. One Bad Apple
B. One of These Nights
C. One Sweet Day



CRASH TEST WINNERS

Cathy F.	L & G Insurance	Farmington Hills
Stacey, Perla & Kelly	Liberty Mutual	Fort Myers
Heide, Sheryl & Shelley	Huttonlocher Group	Waterford
Sam & Barb	LMS & Thompson Ins.	Chesterfield
The staff	Michael Pikora Agency	Oak Park
Shannon Woodruff	Ron Steffens AAA	Macomb
Jaime L. Dier	George Pomey Agency	Ann Arbor
Sara & Renee	Jacques Chaptini Allstate	Rochester
Shelly & Kristien	Neil Anchill Agency	Canton
Shelly & Mande	Derryl Mitchell Agency	Farmington Hills
Trisha & Alyssa	Mike Marihugh Agency	Livonia
Pam & Tami	Brian Manor Agency	Taylor