

Like us on facebook at
facebook.com/collexcollision



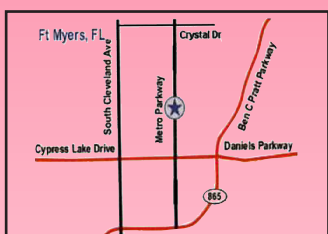
Follow us on twitter at
twitter.com/collexcollision

The Collex UPDATE

A Newsletter For Our Customers

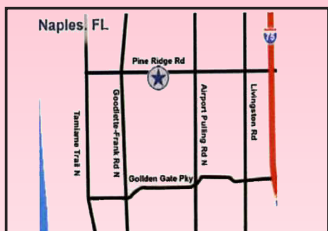
Ft. Myers

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

MEET OUR CAPE CORAL MANAGER

(The first in a series of articles profiling our Florida shop general managers.)

Name: Steve Corbitt

Collex location: Cape Coral

Lives in: Cape Coral

Girl friend: Lindsay

Pet: Rocci (dog)

Years in body business: 18

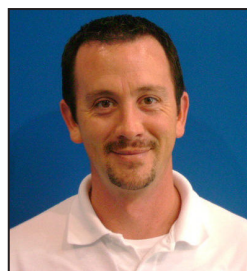
Hobbies: Jet skis, motorcycles

Favorite food: "Home made chicken and noodles"

Favorite movies: "The Hangover" and "Wedding Crashers"

Favorite sport: College basketball – KU Jayhawks

Favorite restaurant: The Capital Grille



Steve Corbitt

Favorite place visited: Vegas

Best part of job: "Everyone I work with."

Hardest part of job: "Nothing. I love what I do."

Dream job: "Retirement"

BE WARY OF UNETHICAL SHOPS

In a recent on-line, confidential poll, Body Shop Business Magazine, a collision repair industry trade publication, learned that 42% of body shop owners believe that "it's not possible to stay in business and be profitable without lying, cheating or stealing."

According to industry consultant Rocco Avellini, the reason for this is because "shops are working at such narrow margins that the partaking of these practices is the only way to survive." This is another reason to recommend Collex to your insureds. We are honest, ethical and have phenomenal customer satisfaction scores. Don't take a chance you might be dealing with that 42%!

REALLY BAD ANALOGIES

Analogies actually used in a college composition class.



"The sun rose over the horizon like a great big radioactive baby's head with a bad sunburn."

"She was sending me more mixed signals than a dyslexic third-base coach."

"The politician was gone but unnoticed, like the period after the Dr. on a Dr Pepper can."

"They lived in a typical suburban neighborhood with picket fences that resembled Nancy Kerrigan's teeth."

"The hailstones leaped from the pavement, just like maggots when you fry them in hot grease."

"My underwear stuck to my backside like an all-pro cornerback to a rookie wide receiver."

"Losing is like fertilizer: it stinks for a while then you get used to it."

CSI CUP RETURNS TO FLORIDA

For the second time in three months, our Fort Myers shop has won the coveted "Collex CSI Cup" for July. The cup is presented monthly to the Collex location with the best customer service scores. Fort Myers achieved a CSI score of 9.94 and an NPS rating of 97.2 for the month. Those are incredibly high scores for this, or any other, industry.

Since the competition began in January, our Florida locations have captured the cup five times in the seven months. Congratulations to shop manager Rick Koonce and the entire Fort Myers team.



FUN FACTS

- \$203 million is spent on barbed wire every year in the U.S.
- Elvis Presley got a "C" in this eighth grade music class.
- A lion's roar can be heard from more than five miles away.
- The earth weighs approximately 5972 sextillion tons.

Find us at
www.collexcollision.com



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

12 locations in Metro Detroit to serve you

LIFETIME WARRANTY

For as long as you own your vehicle

And much, much more!

QUOTES O' THE MONTH

"A person isn't finished when they are defeated. They are finished when they quit."

-Mike Jones

"A Smith & Wesson beats four aces."

-unknown

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

HOW TO LOCK YOUR CAR ... AND WHY!

There is a new, very successful scam going on to gain entry into parked cars. Car thieves now have a device to clone your security code when you lock your door using your keychain locking device.

They observe you from a distance and when you leave your vehicle to go into a store, even for a few minutes, they capture the code, which is transmitted through the airwaves, to unlock your door. They can grab your cell phone, GPS unit, briefcase, laptop or any other valuable items.

Police say to use your lock button instead of your keyless device. It does not send the code through the airwaves where it can be instantly stolen.

Car thieves are out there looking for their next victim. Make sure it isn't you.



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

Is there any doubt who's the #1 collision repair company in Florida? Absolutely not – it's Collex all the way! To emphasize that point, we are presenting this Crash Test. Answers to all clues below contain the word, or number, "1". How many can you name? **Good luck!**

1. A slot machine
2. 1975 Jack Nicholson Oscar-winning film
3. Concentration on a single line of thought
4. A #1 hit for Phil Collins in '85
5. A multi-grain cereal or crunch bar
6. The president's ride – or a Harrison Ford film
7. A printer, copier and fax machine
8. Three Musketeers credo
9. Young adult drama on the CW network
10. The band in the T. Hanks film "That Thing You Do"
11. Someone that can do only a single thing well
12. A quick, short joke
13. A #1 hit for the Bare Naked Ladies in '98
14. An ace on the links
15. Disney classic with Pongo and Cruella
16. A really small city



CRASH TEST WINNERS

Jaime L. Dier
Trisha and Alyssa
Gerri, Marilyn, Donna & Terrie
Shelly & Mandee
Shelly & Kristien
Katie & Jessica

George Pomey Agency
Mike Marihugh Agency
AAA Insurance
Derryl Mitchell Agency
Neil Anchill Agency
Integrity Solutions Agency

Ann Arbor
Livonia
S. Lyon
Farm. Hills
Canton
Ster. Hts.

from the ...

FENDER BENDER FILES

● CERTIFICATION A MUST

Collision repair is getting more complicated every day. To get better mileage, automakers are using new types of steel and a variety of other materials to make cars lighter. Make sure the shops you use have I-CAR and/or ASE certified frame, body and paint technicians that are trained on the repair methods.

● STRANGE BUT TRUE

A 22-year-old man, driving home at 4:00 a.m., struck another car, sending it crashing right into a collision shop. "The guy was cruising," said the owner of Fargo-Morehead Custom Collision. "He pushed a car that was in park – a big car – right through the front of my building." That's one way to get work.

● JOKE O' THE MONTH

While working on a car, a mechanic accidentally swallowed some brake fluid. Surprisingly, he liked the taste and took a swig every day – each time a little bit more. His friends said "Give it up. Brake fluid is poison." "Don't worry," said the mechanic, "I can stop any time."

● LAST MONTH'S ANSWERS

1)Allstate 2)Triple A 3)Hastings Mutual 4)Liberty Mutual 5)Citizens Insurance 6)Travelers Insurance 7)Farm Bureau 8)Nationwide 9)State Auto 10)Auto Club 11)Farmers Insurance 12)Safeco 13)Pioneer State

● The Collex UPDATE is published monthly for the customers of Collex Collision Experts by Snake-in-a-Bag Publications LLC. Send all correspondences to: Harvey Steffke, Editor hsteffke@collexcollision.com Telephone: 586 405-6191 Fax: 586 493-1208