



Five Things Customers Will Pay More For

Customers are price sensitive if it's the only way they have to compare shops. Once they've grown to trust that a shop provides a better experience and peace of mind, they'll happily pay a little more for service. Here are five ways to make that happen.



Reliability



Customers want a shop that is honest, experienced, and able to meet timing and pricing claims. State labor rates up-front, point out the good as well as the bad on vehicles, and don't make timeline promises you can't keep!



Thoroughness

Shops earn trust when they listen well and demonstrate expertise when talking with customers. Ask plenty of questions upfront, and when you answer customers' questions, make sure that your answers don't require advanced automotive knowledge!



Convenience



Convenience is about more than location - it's about quick, friendly service that fits in the customer's schedule. Consider a key drop-off box, a "valet" vehicle drop-off service, and a car rental partner to help with transportation!

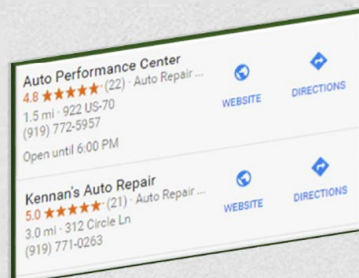


Community Involvement

Customers that shop at independent businesses like to support their community, and they like to see others do the same. Take the time to support a local cause you care about, and don't be afraid to show customers how you're making an impact!



Popularity



One of the best signs that your shop meets all of these criteria is that it is well-reviewed online. Ask your happy customers for online reviews in any way you can - emails, invoices, even a sign in the shop. Don't forget to ask personally as well!

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