

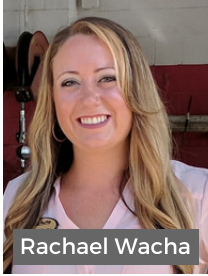
Automotive Aftermarket Resource Guide

PODCAST

Volume 2, Number 1
remarkableresults.biz

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Compliments of Automotive Aftermarket Association Southeast



Rachael Wacha

Service Professional

Joined the Family business and doubled sales within a year. Thirty one-year-old Rachael Wacha from City Auto Repair realized she was more like her dad than she thought. She also didn't realize how important she was to the business. You'll be moved by her story and very open discussion of her very personal journey as she walked through life's challenges and overcame them all. She has the tenacity to achieve every goal she sets for herself. [Episode 197](#) SEP 2017

Service Professional

Since 1951, This Shop has been known as a Super Ethical shop that Never Compromises. Brett Beachler, 3rd Generation, is Vice President of Beachlers Vehicle Care & Repair Peoria, IL. Beachlers believes that customers need to be taught the concepts of automotive repair. Helping their customers get 250K miles from their vehicle helps drive the high maintenance numbers the shop performs. Giving tours of the new facility is a smart tactic and strives to educate their customers of the tech & tools involved in automotive repair. [Episode 199](#) SEP 2016



Brett Beachler



Eric Ziegler

Technican, Trainer and Mobil Diagnostician

Mobile Diagnostic Entrepreneur and Industry Trainer Shares the Power of Networking. Eric Ziegler owner of E-Z Diagnostic Solutions a Mobile Diagnostics and Programming company specializes in collision centers and auto repair facilities. Eric is also an instructor for Automotive Seminars and The Driveability Guys. Eric shares sage advice on diagnostic challenges, training, and networking. He also imparts his passion on the need for higher labor rates, specialization, silver bullets, and his role in the industry as a trainer. [Episode 192](#) MAY 2017

Town Hall Academy

Is Your Labor Rate Keeping Up with Inflation and Your Cost Doing Business? Many great ideas shared on the mechanics of setting a labor rate, but most importantly being valued and getting paid for all that you know and do for your customer. The correct labor is a big factor in profitability among other critical measures in a service business. Learn from the discussion. [Academy 030](#) AUG 2017



Academy

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Affirm your own business and life strategies from the raw, personal and honest stories that are shared for you. Get just one spark of a creative idea and imagine how you can generate substantial change and grow your business.