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CARSTAR Recognizes Top-Performing Stores at Nation Conference

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CARSTAR franchisees gathered in Hot Springs, Va., last week to celebrate CARSTAR's 21st anniversary and honor its top performing stores and representatives across the United States.

At the annual awards ceremony held last Sunday night at the Homestead in Hot Springs, Va., CARSTAR CEO Dick Cross and President Dan Bailey toasted each winner on stage and presented their award.

In the category for overall operations, technical excellence, office performance and facility performance, four CARSTAR stores were honored, with one store taking two top awards.

The winners included:

Franchisee of the Year

Taking home the top honor as Franchisee of the Year were Kurt and Terri Muelers, owners of Kurt's CARSTAR in Maryville, Ill. Franchisee of the Year is the highest honor given in the CARSTAR system. The Franchisee of the Year represents the best that is CARSTAR.

This year's winner was chosen on criteria including using all vendors possible, being image compliant, submitting reports on time online, and demonstrating consistently high CSI in the Top Ten for the month and quarter periods. Kurt's past four quarters of CSI have been: 98.7 percent, 99.2 percent, 99.1 percent, 99.5 percent and 99.4 percent.

Kurt's CARSTAR was also the recipient of the Extraordinary Individual Contribution Award from the Make-Wish-Foundation. Kurt joined CARSTAR in October of 1993 as a member

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Louis Business Group.

Rookie of the Year

The Rookie of the Year in the CARSTAR family was Marshall's Autobody CARSTAR by James and Dawn Marshall in Billerica, Mass. This award is given in recognition of the newest CARSTAR franchisees as they get "up and running" with CARSTAR.

To qualify for the award, a franchisee must have been with CARSTAR less than one year, be well underway of achieving Tier 1 compliance and enthusiastically embrace the CARSTAR culture with active participation. This year's winner joined CARSTAR in 2008 and became a member of the Massachusetts Business Group.

Outstanding Facility Performance

The award for Outstanding Facility Performance went to Exhibition CARSTAR, owned by Jeff and LaVada Middleton in Kent, Wash.

The award for Outstanding Facility Performance is the second highest Franchise award in CARSTAR. This award recognizes the facility that consistently shows high rates of Sales, Gross Profits, CSI, COS, Tier compliance and active involvement both in the community and within CARSTAR.

Exhibition CARSTAR also is very active in the community, providing support for the community through the Soaps It Up program.

Outstanding Technician Performance

The honor for Outstanding Technician Performance was awarded to West Valley CARSTAR in West Valley, Utah, owned by Bob and Linda Ellison, for the second year. The award for Outstanding Technician is given to the facility that produces the most hours and dollars per technician as indicated on the monthly flash report for all 12 months reporting.

Outstanding Office Performance

The award for Outstanding Office Performance also went to Procraft CARSTAR in Falls, Mont., owned by Steve Howard. The award for Outstanding Office Staff is given to the facility that produces the most hours and dollars per front office personnel as indicated on the monthly flash reporting with all 12 months reporting.

"These CARSTAR owners and their teams have done a remarkable job building and managing their businesses in the last year, navigating a challenging economy and a changing business environment to still deliver growth and success," said Dick C. "We're proud of their accomplishments, and look to learn from them how we can apply their knowledge and insights across our entire organization."

More information:

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