



Christian Brothers Automotive scouting sites, seeks franchisee

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AUTO CARE: Christian Brothers owns 180 stores across the country.

Christian Brothers is scouting sites in Zionsville for a new automotive shop aimed at giving customers the auto repair and maintenance care they've been looking for.

Josh Wall, Chief Development Officer said not only would the company find a site and begin the permit and building process, they are also looking for a local entrepreneur to own and operate the store.

"Zionsville is a priority for our growth in the Indianapolis market because it's a growing, affluent community with families and professionals who rely on their cars as their main source of transportation," Wall said.

While the automotive industry can sometimes lack trust reliance with customers, Christian Brothers hopes to change that.

"We're focused on providing ethical and excellent automotive care to customers," Wall said. "We understand from a customer's standpoint that the automotive care experience can be difficult to approach. Our shops are built to overcome the innate challenge that most auto care companies face — lack of trust from customers."

He said customers often fear high prices, pressure to replace or repair an unnecessary part and, in general, being ripped off or taken advantage of.

"Walking into our shop, customers should feel that they are wise decision makers, smart and in control of the situation," he said. "They walk away feeling both understandably surprised and grateful because of the industry's reputation."

Christian brothers looks for franchisees with strong leadership experience, faith as a central part of their lives and a belief in giving back to the community.

“The entrepreneurs we find to be the most successful at Christian Brothers are motivated, driven team builders who thrive on building a positive customer experience in their community. Ninety percent of our franchisees do not have a background in the automotive industry,” Wall said.

In fact, they’ve never closed a store and have 180 locations.

“We work to give our customers the keys in the decision making process when choosing what needs to happen with regular or corrective maintenance,” Wall said.

Once the site is identified, Christian Brothers will begin the process of building while simultaneously seeking franchisee candidates. The process takes 12 to 18 months. For more information, visit <http://www.christianbrothersfranchise.com>.