



Honest-1 Auto Care plans further franchise expansion

Oct 21, 2008

Honest-1 Auto Care announced the continued expansion of its eco-friendly automotive services franchises, according to the [Phoenix \(Ariz.\) Business Journal](#).

Honest-1 most recently moved its headquarters from Las Vegas to Scottsdale, Ariz., and has announced plans to double its number of franchises throughout Arizona and the United States.

Former Chief Executive Officer of hair salon chain Fantastic Sam's Jack Keilt took on the CEO role at Honest-1 earlier this year, and will oversee the company's expansion.

Honest-1 provides automotive repair and maintenance, focusing specifically on environmentally- and family-friendly practices.

Keilt told DailyVista that in addition to its current local newspaper advertising, [Honest-1 Auto Care](#) also implements Internet marketing initiatives, relying heavily on search engine optimization.

He said that with the company's plans to expand its franchise, Honest-1 uses public relations to generate interest in the name via national publications, and acquaint peoples with it as an "alternative concept" that provides the same auto services in an eco-friendly manner.

"Rissy Sutherland, our senior vice president of operations, also handles marketing," Keilt said. "She's a woman working in a pretty much man's world, and she just really has it; she grabs attention, and she pretty much does it all. She's making some changes in our operating systems to make them better, and to make them more effective for customers. We're trying to be female and family-friendly."

He said that when Honest-1 enters into new markets, he and Sutherland hope to launch a public relations campaign about the company's concept, get in with the chamber of commerce and other people in the town like businessmen and women who are tapped into the community that can assist with welcoming Honest-1 to the neighborhood.

"We're in an interesting time, no question about it, and I'm old enough to see other recessions, but it's just about how you get through it," Keilt said. "We have to be especially diligent in what we do, and we have to make sure we can get our concept's name out there. Franchising is counter-cyclical, especially when unemployment rates go up, and as a result, franchises are attractive to potential buyers; it offers support, marketing and a proven mechanism to do business."

Keilt added that he feels especially confident given the fact that most people are becoming more in tune to environmental needs and changes, and said that the company

is approved by the Environmentally Sustainable Actions organization and certifies its businesses with a 90-point protocol.

“I think it’s more than just a ‘greenwash’ system. We believe it’s the right thing to do,” Keilt said. “We’re in an industry that needs to put an end to this type of thing. We saw the advantages of it and we just try to do the right thing, in and out of the office.”

He said that while Honest-1 handles a majority of its marketing in-house, the company works with Crosby | Wright, a Scottsdale-based public relations agency.

“We just formed an ad fund committee, we call the AFC, and for the first time, at the beginning of next year, we’ll be funding the committee, which requires us to have an ad agency because we’ll be a large company by then,” Keilt said. “We’ll be selecting an ad agency to help us provide direction, and because our goal is to double in size, that’s something we’re definitely doing. We’re on the planning board, we’ve elected the committee, the formation is in another week and we’ll be ready to roll in the beginning of January.”

He said that he would like to speak with an advertising agency that has had some automotive and franchising background, and one that would know how to work with those types of committees.

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