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BBB Accredited since November 2004

"Caring for Your Car is Our Business"

So says the slogan for Advanced Auto Care, which has been in business since 1982. It is owned and operated by Moe Sader, who has been repairing cars since 1991. "I've always been interested in working on cars," he says. "I also enjoy working with the public."

Moe has supported the BBB mission through BBB Accreditation for years, through other auto repair businesses. He is so passionate about supporting ethical business that he had the BBB Logo emblazoned on his building's sign. He is proud to be Accredited with the BBB for the credibility it gives his business.

The benefit of BBB Accreditation that Moe appreciates most is people being able to call the BBB or log on to the BBB website to verify his BBB Accreditation and check out his reputation. "I've had hundreds of people check out my company with the BBB in the past year," Moe says. "You can't get a positive outcome like that anywhere else."

One story he likes to tell: "A fellow broke down on the interstate one time, and an emergency roadside auto service towed him to our shop. He told us he had planned to arrange to be towed to his dealership to have repairs done, but when he saw our BBB plaque on the wall, he decided to trust us to work on his car. That, of course, resulted in a sale. BBB Accreditation really helps!"

Moe's wife, Maria, agrees that belonging to the BBB is important. She feels strongly about BBB affiliation, too. "I trust any business that is affiliated with the BBB. It gives people more reason to trust a business. It gives me peace of mind." Maria also likes the advice on avoiding scams the BBB provides through various news media outlets.

Moe appreciates the BBB's dispute resolution program benefit, too. "I did go through arbitration once at the BBB with a customer who insisted I had not tried to resolve his problem, when I had tried," Moe says. "Not only was the decision by the volunteer arbitrator in my favor, but by using the BBB dispute resolution program, I saved the time and money of going to court to resolve the issue!"

Moe says he is upfront and honest with customers at his ASE-certified shop. "If something is wrong with a car, we show them the faulty part or the computer information from our diagnostic on a car," Moe explains. "We educate the customer so they feel confident about the work they are having done. In the automotive repair industry, there are a few unscrupulous businesses, so having that trust counts."

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Do *you* have a story to share about how BBB Accreditation works for *your* business? Tell us about it.

Perhaps our dispute resolution services solved a problem you had with a "something for nothing" customer. Maybe our BBB staff helped you avoid using a fraudulent vendor. Did your ability to advertise your BBB Accreditation help you attract a customer who chose your business over a non-accredited business? Whatever your story is, let us know about it! You might be featured in our newsletter and on our website!

Just email your experience to **memberbbb@lexbbb.com**, or **fax it to (859) 259-1639**, mail it to **1460 Newtown Pike, Lexington, KY 40511**. Address your statement or email to "BBB Accreditation Works for ME!" Please include your name, your company name, address, phone number and email address.