

Forsyth Family

Complimentary
January 2011

celebrating Family Life

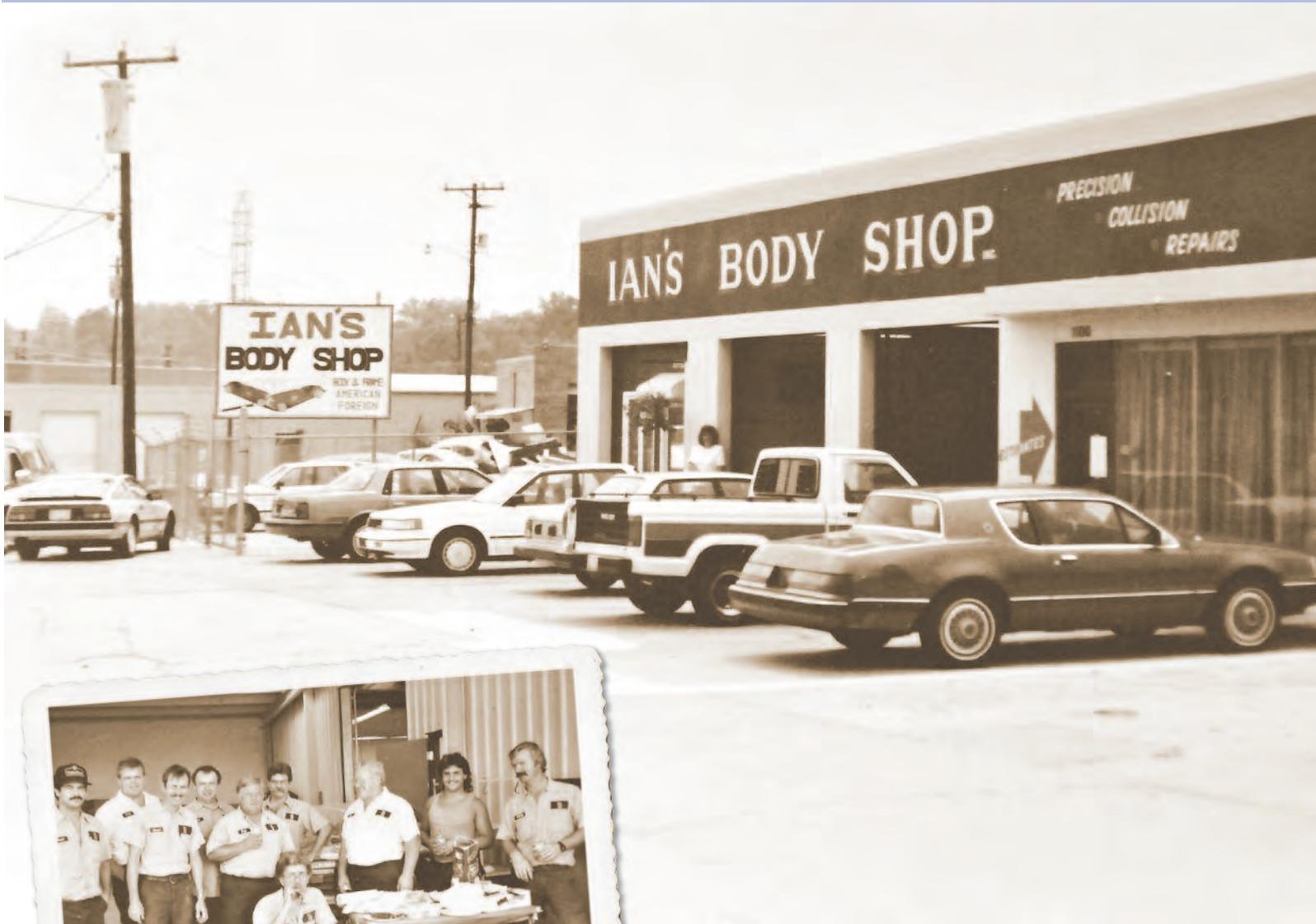
Ian's Body Works

*A Family Business
Helping You Fix Life's
Dents and Dings
Since 1974*

**3rd Annual
Birthday Bonanza Issue**

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COVER STORY



Ian's Body Works

**A Family Business Helping You Fix Life's
Dents and Dings Since 1974**

By Carolyn S. Peterson

Cover Photo by Tracy Krell Photography



As new owners of Ian's Body Works, David & Heather Walsh are beginning the next chapter of their automotive collision repair business; they have a foundation of expert care and superior customer service to build on which was established in 1974 by the company founder/former owner, Ian Wark. "Ian's Body Works has been serving the Triad for the past 35 years; as we continue to grow and expand the business, we want our customers, past and current, to know we are committed to continuing the exceptional customer service and expert repair expected of Ian's. Although the owners' names have changed, we will continue offering the highest quality collision repair," said David Walsh.

The Quality behind the Name is What Counts

There is no doubt that in the automotive repair business, Ian's Body Works has a reputation in the Triad and surrounding areas for going above and beyond their customers' expectations. But establishing that well-earned reputation has taken many years, and the Walshes know the importance not only of maintaining the level of service they offer their customers, but of taking that service to a new level. "Personally," commented David, "I have been in some aspect of the auto repair business for almost 20 years. I have always enjoyed working with cars; attended Forsyth Tech, taking an auto body repair class; then worked in Yadkinville, NC, for a body shop; which eventually led me to coming to work here at Ian's. After a few years, I was offered a position with BASF as a Direct Sales Consultant, supplying automotive paint to body shops throughout North Carolina. I always wanted to purchase Ian's, but it wasn't until the end of last year that we were able to make it happen."

In October, 2008, the Walshes began their journey towards purchasing the company, which was finalized this past November. "The transition within our team here at Ian's has gone smoothly. We have great employees; all with the focus on Ian's being a customer-based collision repair center. From its inception in 1974, Ian's Body Works has had complete customer satisfaction as a main goal. Being independently owned and operated, everything comes down to making the customer's experience as stress-free as possible. An integral part of helping the customer is having Hertz Car Rentals on site. Additionally, we have two loaner cars for customer use, if their insurance policy doesn't provide loss-of-use coverage. Having one-stop access to a collision repair center and a rental car makes what could be a stressful time a little less so," stated Heather.

The Daily Transition: From Co-Owners to Mom and Dad

It is pretty evident from the moment you enter Ian's Body Works that it's not your everyday body shop. "We want our customers to have a pleasant experience from the moment they enter. While Heather handles the 'business' side of the business, David rolls up his sleeves and gets down to 'business' with his employees. "With all the advancements in technology and vehicle construction, repairs have become very complex. We know our customers want their vehicles back as soon as possible, but rushing a repair may only cost more money in the long run. Removing damaged parts and making sure they are replaced with precision takes time. Our goal is to make every vehicle better than it was before an accident and our extra effort comes with a guarantee; we warranty our work for as long as you own the vehicle," David commented.

At the end of the day, the Walshes leave their business and take up the roles of mom and dad to sons, Griffin, 6 and Carter, 4. "My day in the office ends before David's when I pick the boys up from kindergarten and preschool to go home. They keep us very busy and they love coming to the shop with us. Griffin likes to see the actual repair process and help daddy work, but Carter's tendency is to sweep the floors. . Having them with us at work is a lot of fun for them and us; we want the family values and work ethic instilled in our boys," Heather stated.



Dents, Dings, Paint—Taking Care of It All

In the work areas at Ian's Body Works the 8-person team uses state-of-the-art equipment to restore vehicles to their finer days. "We have over 18,000 paint chip samples available to us. Any more, black or white, it isn't as simple as you would think. We are able to precisely match the color of customers' cars, making sure the car looks like it once did when it leaves our shop," Heather said.

To maintain the highest level of training, David Walsh and his staff are I-CAR Certified, which is an internationally recognized, continuing education program, helping auto body technicians stay current with new techniques. "I-CAR is the leading training organization for collision repair technicians. Along with the training seminars from I-CAR, our employees receive training from our equipment manufacturers, as well as from our paint suppliers. Having experienced employees, knowledgeable about the most current techniques and products used in auto collision repair, makes all the difference in providing our customers with the highest quality service," explained David.

Ian's Body Works is located at 1540 Hanes Mall Blvd., Suite 100 in Winston-Salem, NC. For more information call 336.768.4267, or visit their website at www.iansbodyworks.com.

They say things go along just fine, day in and day out, then LIFE happens—car accidents! Either in a parking lot, on the Interstate, or in your own driveway when "someone" forgets to put his or her bike away! When those dents, dings, scrapes and bump-ups happen, it is good to know an auto body shop that has you in mind and will get you back on the Road of LIFE!



THE TRIAD'S
ENVIRONMENTALLY

90
Miles
per
Gallon

FRIENDLY
BODY SHOP

Ian's
BODY WORKS

Hertz
Local Edition
We'll Come and Get You!



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