

Top-Performing Maaco Store Uses CCC Diagnostics and Opus IVS ScanSafe™ to Drive Success



by **Autobody News Staff**

The *Maaco* in Littleton, CO, is one of the leading *Maaco* locations in North America, a top performer for years.

To get there and stay there, owner **Brian Greenley** always looks for better ways to fix cars for his customers, and that's why he recently began using CCC Diagnostics and the Opus IVS ScanSafe™ device.

An industry-leading diagnostic scanning solution, ScanSafe is integrated into Greenley's CCC ONE® software and provides his team with an easy-to-use tool that includes all major domestic, Asian and European vehicle brands.

Celebrating 30 years as a *Maaco* franchisee this year, Greenley began working for the company at age 19 when he found a mentor, a mission and a motive.

"The owner of the store at that time was a wonderful man named **Ron Vogel** who owned seven stores," he said. "We met through a good friend of mine, who managed one of Ron's shops. I determined that going to college wasn't really for me, but I never imagined that I would eventually own a *Maaco* store for three decades now."

It all began when Greenley brought in his 1984 Chevrolet Camaro Z28 for a spot job and was persuaded to paint the entire car. That's when he realized *Maaco's* brand was about much more than he had thought.

"I was fascinated with the sales side of the business initially. My buddy tried to recruit me by telling me that I could work on my car when I wasn't on the clock—so I was sold!"

Greenley was eventually offered a management position, and soon he was running the entire show, followed by full ownership.

"I almost doubled the store's revenue during that first year in 1991," he said. "I persuaded Ron that I needed 100% control and then attended *Maaco's* franchisee school in King of Prussia, PA. I had a small amount of cash, and we operated out of our checkbook for those first few months before we really started rolling."

The "we" Greenley refers to is his top-notch crew and his wife, Barb, who shares his vision. She drives the day-to-day operations and provides encouragement to create a positive foundation.



A *Maaco* store in Littleton, CO, recently began using CCC Diagnostics and the Opus IVS ScanSafe™ device with great success.

Today, the store is doing nearly \$9 million in sales, with 42 employees operating out of a 16,000-square foot facility.

With their Opus IVS ScanSafe™ device and CCC ONE integration, Greenley's crew can do all their scanning with a single tool.

"We get 100 vehicles in here every week and most of them need to be scanned," he said. "But with this system, there is never a bottleneck."

"We used to need multiple scanners to do our pre- and post-scans, but no longer. We perform a pre-repair scan while the estimate is being written and use the ScanSafe again after the repair is completed," Greenley said. "That way, we know that repairs have been done correctly, calibrations are set and the vehicle is safe to return to the road. That is our top priority."

With so many things going on all the time in a busy shop, keeping track of multiple scans and vehicles can be potentially problematic, but not for Greenley.

"Once we have scanned a vehicle, a notification immediately appears on the CCC ONE dashboard to inform us that it occurred," he said. "What is so great about the system is that once a scan takes place, it's attached to the estimate. It becomes permanently available to us, so if the customer or insurance company calls with questions down the road, it's all right there."

"It's a snapshot of what was going with that vehicle at that time, and it's invaluable information that we can access quickly and easily."

Less paperwork and organized files make life much easier for the

office personnel.

"We are saving 10 to 15 minutes per repair with the integration to CCC ONE," he said. "The scan reports and invoices go right into the vehicle's work file, which makes things a lot easier from the admin side. We also have a map and a history to show to the customer."

Greenley also likes the fact the Opus IVS ScanSafe runs on 5G and resides in the cloud.

"We're on a large lot, which means we can be an acre away, but we never lose connectivity," he said. "It's really important because with our consistently large car count, we can't afford to start and stop on any job."

If anyone on Greenley's crew has any questions about the system or the software, Opus IVS offers live repair guidance from more than 100 OE-trained brand-specific master technicians.

"If needed, their people can connect directly into the vehicle and share data with us while they're doing it using video," said Greenley's production facilitator, **Mark Reinig**. "Initially, a trainer from CCC came here and we asked him questions for almost three hours and after that, we felt like we were good to go."

The growth of Greenley's shop hasn't happened by accident. With the OPUS device, his team can perform more scans, faster and easier than before. Thanks to the CCC integration, the results are readily available for office personnel and insurers.

Combining a better process and better information has been Greenley's recipe for success.

Maaco

Location: Littleton, CO

(720) 689-0645

www.maaco.com

Company At A Glance...

Type: Collision Repair & Custom Paint

Facility Employees: 42

In Business Since: 1986

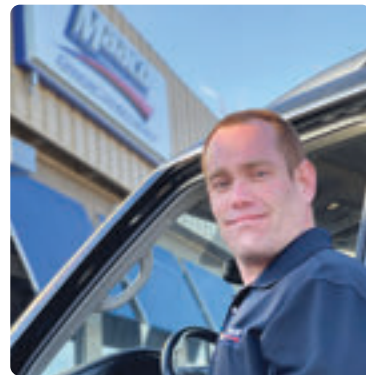
Number of Locations: One

Production Space:

16,000 square feet



Brian Greenley and his wife, **Barb**, own a leading *Maaco* location in North America, a top performer for many years.



Production Facilitator **Mark Reinig** is saving time and money by using CCC Diagnostics and the Opus IVS ScanSafe™ device.

CCC Information Services, Inc.

Company Contact: Mark Fincher

(877) 208-6155

www.cccis.com