

Allstar Automotive LLC:



by Rodger Bland

members.atra.com

www.atra.com

Filling a Need



All Star Automotive houses over 19,000 square feet of hard parts, cores, rebuild kits, and reman units in its Denver warehouse.

Find a need and fill it; that's been the basis behind every successful business since time began. And that's exactly what Bret Plue did when he opened Allstar Automotive LLC.

For as long as people have been rebuilding automatic transmissions, there's been a need for parts. Not just the clutches and bands, but the hard parts... the things that aren't part of a standard rebuild, but are absolutely necessary when they're worn out or broken.

Sure, those hard parts are usually available through your local dealership. But the costs associated with new

hard parts can often take the price of a rebuild out of the realm of reality, into the world of Neverland (as in "you're *never* going to get that much for a rebuild!"). That's why most transmission shops try to keep a supply of good used parts on hand.

That was easy back when there were only a half dozen or so common transmissions on the road. Today there's a good chance you'll see a wider range of units than that in a single day. So how do you find the used hard parts you need for all of the transmissions making their way into your shop? That's the need behind Allstar Automotive.

13 years ago, Bret was working in

his family's transmission repair business. But as time went on, he noticed how difficult it was becoming to find quality transmission hard parts. He recognized that things were only going to get worse as more and more units began making their way to the market. So Bret and his wife Leigh decided to address the issue by opening Allstar.

Allstar started out in a 5000-square-foot warehouse. It wasn't long before it was bursting at the seams, filled with parts for nearly every type of transmission on the market. So, about three years ago, Bret moved his business into a new location; almost four times the size of the original warehouse.



Jeff Weaver, general manager –reman division

“When we first moved in, everything we had got swallowed up by the new building,” says Bret. “I couldn’t imagine how we’d ever fill the space. Today I’m looking for a mezzanine to add a second level; we just don’t have enough room for everything.”

Not much wonder: Bret is likely to buy as many as two hundred core units on any given week. Those units get pulled apart, cleaned, inspected, and all the parts cataloged and put in stock for sale.

And not just older parts; Allstar has parts on hand that fit units just a couple years old. “We have over 2000 cores on hand, and we’re constantly tearing them down and putting new parts in stock,” says Bret. “In fact, if you have something you’d like to sell, give us a call. We’ll be happy to discuss buying or trading for your old stock, or used or new parts.”

All of Allstar’s parts are carefully categorized and listed in their computer inventory. Need a part? Give Allstar a



Michelle Brooks, Allstar's general manager of hard parts sales and “Ruby”

call. They’ll check the computer inventory, which will show them whether they have your part in stock, and exactly where to find it. Just like that, they’ll grab your part, box it up, and it’ll be on its way to you the very same day.

Of course, no one — not even Allstar — can have everything in stock. That’s why Allstar works with a network of other shops and suppliers. If the part you need isn’t available through Allstar, Bret or Michelle Brooks, Allstar’s general manager of

Ready to Shift to a Better Insurance Program?

Heffernan has been a proud ATRA Benefit Provider for nearly a decade. We offer all lines of coverage including:

Garage Liability/Garage Keepers	Employee Benefits
Workers Compensation	Medical/Dental
Property/Tool Coverage	Life/Disability
Commercial Auto	HR Assistance

Contact us today!

800.234.6787

www.heffins.com

Earl VanBuskirk, Jr.
earlv@heffins.com

Paul Wills
paulw@heffins.com



HEFFERNAN INSURANCE BROKERS



License #0564249

ATRA program facilitated by Heffernan Insurance Brokers.



The payment processor you rely on for service and stability.



Exclusive Member-Only Credit Card Program

Save money on your credit card processing.

First National Merchant Solutions – an industry leader with over 50 years experience – is pleased to offer you an exclusive, members-only program. Competitive rates. First-rate service. Cost savings. These are just a few of the benefits to you and your bottom line!

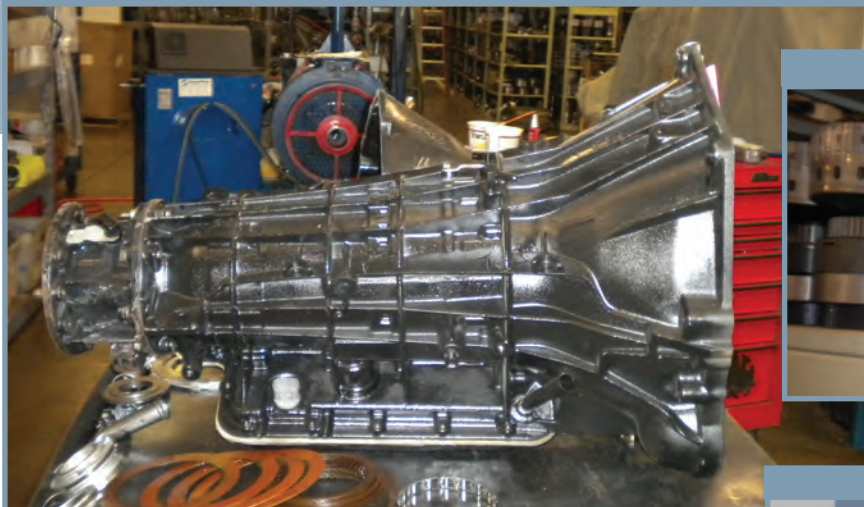
Your payment processing program includes:

- Negotiated member-only rates.
- Qualified service representatives available 24 hours a day.
- An account management team.
- Comprehensive online reporting.

Call 800.354.3988 for your Free Consultation
Ask for Shayne Tobaben or Bruce Lonneman

1 First National Merchant Solutions®

800.354.3988
866.267.1197 (fax)
www.fnms.com



A complete dyno-tested reman unit awaits shipping at the Denver warehouse.



“Our sales are up 50% over last year’s,” says Bret, “and we’re expecting them to rise another 50% over the next year.”

hard parts sales, will search through other hard parts databases to find exactly what you’re looking for. And very often, they’ll just let you buy the part directly from the other supplier.

“This business can’t always be about profits,” explains Bret. “What’s more important is to provide the service. I’d rather make sure my customers have the parts they need, even if it means I lose the sale. My customers recognize that I’m here to help them, not make a quick buck. Once you keep your customers satisfied, the profits will follow.”

But through it all, business has been good for Allstar. The hard parts business has been growing by leaps and bounds in the last few years. “Our sales are up 50% over last year’s,” says Bret, “and we’re expecting them to rise another 50% over the next year.”

And not just hard parts; Allstar also offers a complete line of new parts, including rebuild kits, clutches and bands, bushings, washers, filters, solenoids... basically everything you need to handle a complete rebuild, and all from a single phone call.

Need to get a job out in a hurry? Allstar ships anywhere in the world, and with their standard shipping you’ll usually get your parts within a couple days. Need them faster? Allstar offers

overnight shipping; order your parts today, and they’ll be in your hands tomorrow.

If handling both new and used transmission parts weren’t enough, Allstar also offers its own line of remanufactured transmissions, valve bodies, and transfer cases. They have two fulltime rebuilders: Jeff Weaver, who’s also the general manager of the reman division, and Al Gieselman, who recently joined the Allstar team.

They have two transmission dynos and a valve body tester in house, and they test every transmission and valve body they rebuild before sending it out.

You just installed a rebuilt Allstar transmission, and it’s doing the same thing as the old one? Give Allstar a call: Jeff or Al will be happy to work with you, to help you diagnose the problem and get your customer’s car back on the road.

“Shops call us for reman units when they have a rebuilder who’s out sick or on vacation, or if the unit they have is too badly damaged to repair,” explains Bret. “Or sometimes they’ll

All Star Automotive Will Call



Bret Plue, All Star Automotive LLC, Denver, CO

call if they get too backed up to handle all the work that’s coming in.

“We tend to charge 10-20% less for our units than most reman companies, and we cover our remans with a three-year, 100,000-mile warranty. It’s a great deal for our customers,” says Bret.

Hard parts, new parts, remanufactured parts... whatever your need, Allstar is there to help you. To learn more about Allstar Automotive, visit them online at www.AllstarAutomotiveDenver.com, or give them a call at 303-477-2838.



TECHNICAL RESOURCES

Access to the automotive industry's master technicians by phone, fax, email, Internet and live chat! Plus, ATRA Members receive a discount off the cost of all bookstore sales.

BUSINESS SUPPORT

Learn the industry's trends and business success through the ATRA's on-going What's Working study.

NATIONWIDE WARRANTY

ATRA's Golden Rule Warranty is an inter-shop warranty plan that ATRA Rebuilder Members may offer the motoring public. Build trust with your customers by providing a nationwide warranty.

CONSUMER REFERRALS

Consumers sent to your shop through the ATRA Shop Finder search page online. ATRA's shop finder receives more than 5,000 consumer searches every month.

NETWORKING GROUPS

Have questions about tech? Business operations? Want to network with successful industry leaders? ATRA's forums are available for discussion topics about management, tech and industry news.

EVENTS DISCOUNTS

ATRA members receive substantial discounts for ATRA Technical seminars and conferences.

CERTIFICATION

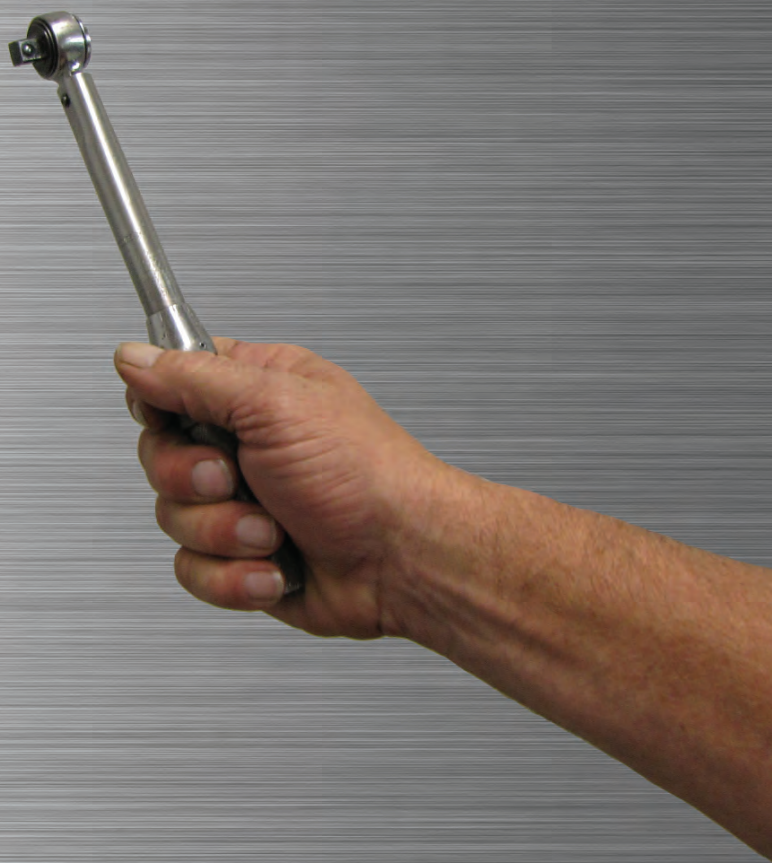
ATRA encourages technical competency and a high standard of professionalism with it's own certification program, FREE to all members.

BENEFIT PROVIDERS

ATRA partners with a selective group of respected companies, like Citibank and FedEx to expand the value of your membership with valuable discounts on products and services you already use.

AUTOMATIC TRANSMISSION REBUILDERS ASSOCIATION

great reasons to join ATRA



The Automatic Transmission Rebuilders Association is your resource for tech support, business support, education, networking, and more. Join today by logging on at www.atra.com and get connected with your industry!

Call the Membership Department at 805.604.2000 or email membership@atra.com, if you have any questions.

members.atra.com | 805.604.2000

