

G&C AutoBody

10661 Old Redwood Highway • Windsor • 473-9620 • www.gandcautobody.com

Industry leader in auto body repair



G&C AutoBody is known for its world class service. The shop in Windsor on Old Redwood Highway was picked Newcomer Business of the Year for 2011.

Walk into a G&C AutoBody location and you might be forgiven for thinking that you've just entered a swanky hotel lobby or cruise company lounge. The massive wooden counters, nice carpets, tasteful lighting and well-dressed employees might surprise you at first, but it's all part of the G&C AutoBody experience, which is carefully crafted to make you feel welcomed and at ease.

The waiting areas even include gourmet coffee, pastries, sodas and a fridge filled with chilled bottles of water. Cushiony couches and a TV tuned to the news complete the image of a confident and comfortable establishment.

The G&C AutoBody experience is run by the Crozat family, which includes founder and patriarch Gene Crozat, his wife Teri and five children, Shawn, Josh, Jamie, Patrick and Ricky, all of whom hold key positions in the company.

Gene is the master schmoozer, a sentimental man who will tear up when talking about his family and his country. But, he's also an astute businessman who started as a car painter and built the largest group of auto body facilities north of the Golden Gate.

"When someone walks into one of my shops I want them to understand that I plan on staying there," Gene says. "I'm fussy about everything."

A walk-and-talk with Gene is an education in the auto body industry and an insight into the personal philosophies and audacious ideas that built an empire. Gene is proud of his company, his employees and his commitment to success. "Look at these custom built spray booths. I couldn't find what I wanted so I had them custom made. And look at this laser-measuring equipment for frames. You can't do today's work with yesterday's tools."

G&C AutoBody is fond of making claims that seem outrageous at first, but make sense when you factor in Gene's obsession with service and his goal of keeping customers for life. "We guarantee repairs for as long as you own the car. It's back to factory specs or better or I'll buy it from you for high blue book. We guarantee a quality paint match or we'll paint the whole car for free."

Those claims don't sound wild when you consider the high level of training G&C AutoBody technicians receive and the company's extraordinary commitment to quality. "We pay a company to call every single customer. If our guys don't get 97 percent customer satisfaction they lose their monthly bonus."

In fact, this year, G&C AutoBody has been selected by ABRN Magazine as one of the Top 5 shops in the country. ABRN is the leading trade journal

in the collision repair industry and is based in Ohio. Every year they survey shops nationwide and their editorial board in November deemed that G&C was worthy of being selected as one of the best in the country. In fact, G&C was the only shop in Northern California to make the grade. A number of factors went into the decision: Facilities, equipment, technical training and education for employees, service, aftermarket parts usage, even advertising, marketing and community development.

"I'm gratified that we've been recognized as one of the top shops in the country. Our customers already know that we provide world class service and we constantly strive to meet their high standards," says owner Gene Crozat.

Not only that, the Town of Windsor selected G&C as the "Newcomer Business of the Year" for 2011 and G&C is ranked number 200 in North Bay Biz Magazine's 2012 Top 500 North Bay Companies list.

Every G&C AutoBody customer gets a business card from the employee who helps them, and that card has Gene's mobile phone number printed on the back. Calling that number works — Gene or his assistant answers the phone and answers your questions right away. "If thrilling the hell out of your customers is your goal you'll be successful. That's why we're the fastest

growing auto body shop in the North Bay."

Indeed, G&C AutoBody reported 23 percent growth over the last two years, while the industry was down 30 percent. The company has seven shops in San Rafael, Santa Rosa, Petaluma, Novato, Windsor and its newest shop in Rohnert Park.

G&C plans to continue that growth, opening a new shop this May in Fairfield in Solano County and exploring the possibility of opening a new shop in Ukiah and Napa later this year.

G&C AutoBody offers more than auto body repairs. The Santa Rosa facility also offers customers free oil changes, free front end alignments, free tire rotation and free local towing as long as they own their cars.

G&C Mechanical, located across the lot from the Santa Rosa AutoBody shop, is a full service facility for all of your car's mechanical needs.

Gene sums up his business philosophy by saying "In business the entrepreneur's job is to please your customers. In my business, we have to remember that people buy the best car they can and they depend on it. My job is to please my customers, the insurance companies, and everyone else. You have to make it easy for people to do business with you. That's how we succeed."