



Martian Messenger

VOLUME 9, ISSUE 12 — DECEMBER 2008



Closer Than You Think
INSIDE THIS ISSUE

Dealing in December!	1
Spotlight on David Arp	2
WELCOME NEW MARS OPERATORS	3
OPS OF THE MONTH Brian Faehner/Buddy Dunfee	4
CONT OP OF THE MONTH	5

MARS MISSION

To become your Car Care Specialist by removing from sight all cosmetic blemishes from your automobile.

To improve the appearance of ALL automobiles everywhere by utilizing our proven appearance restoration, cosmetic blemish repair and enhancement services.

To provide convenient access through the high volume retailers that consumers frequently visit.

We will accomplish this mission by recruiting, training, and equipping the industry's finest professionals and supporting them to advance both their skills and their careers.

DEALING IN DECEMBER! WHAT COULD YOU EXPECT?

For some Martians it's snowing, and for others it's the perfect temperature to go swimming! Regardless of your location, there are a couple of things you may want to consider when doing business.

Some consumers are holding back with gift giving this year but that doesn't mean your business has to be affected! While it's apparent that car sales are lower than normal, other markets are soaring! Fortunately in this economy Martians think outside the box and have rediscovered their secondary and retail markets!

So, for this Christmas why not provide detailing packages? Have you ever gone into a restaurant and been forced to sit in a booth or chair that is torn? Once you sit down you think, "is that rip getting bigger?!" This Christmas, why not provide restaurants with a facelift? By advertising "special" Christmas pricing, you can create some Christmas cheer with a variety of service offerings such as odor removal, leather/vinyl/velour repair, and stain removal/dyeing. The best part is you can stay warm inside while performing your work! Who wouldn't want to capitalize on this opportunity and stay toasty?

The retail market is so diversified! Whether they're neighbors or "soon

to be friends", any service is sure to be a hit! If your customers are in a hurry, offer those services that take 30 minutes or less! Or, why not go "shopping" in your neighborhood for customers who would enjoy a newer looking car?

Some operators are tapping into this strong market by placing newspaper ads, drawing up flyers, and even teaming together on a Saturday to reach more customers! Other Martians are creating home-made goodies with the MARS logo to remind clients of their outstanding service!

MERRY CHRISTMAS TO YOU AND YOURS FROM THE MARS CORPORATE OFFICE!! WE HOPE YOU HAVE A WONDERFUL CHRISTMAS AND ENJOY SPENDING TIME WITH YOUR FAMILY!!





SPOTLIGHT:

How some Martians give back...

Since Christmas is a time for giving we wanted to spotlight what one MARS employee is doing to ensure people in the community have a Christmas to remember!

Executive Vice President of Recruiting, David Arp, will be busy with "Mission Arlington" handing out bicycles to children in need. When he's not out on Sunday afternoons kicking a football with these kids, you'll find him Christmas weekend driving a pick-up truck loaded with bicycles! David's been actively involved making sure that every child and parent will receive not only a gift, but also a wonderful memory! Children pick out a present that they want to give to their parents while the parents pick out gifts they want to give each child. Stay tuned for the conclusion of the story in January!





Jeff Cosmato- (FL) was in title insurance sales and has a strong marketing background. He is looking forward to growing his business and making it a family affair in the future. Jeff enjoys fishing, boating, diving, motorcycling and spending time with wife, Michelle, and twins Cara and Chris (19).

Welcome New Operators!



Joe Pitney – (TN) was in law enforcement prior to MARS. Joe is planning to include both retail and wholesale in his business. He enjoys classic cars, firearms and spending time with wife Rebecca, and kids Evan (4) and Summer (2).



Operators *of the* Month

Buddy Dunfee and Brian Faehner
Ohio

December 2008

Like many MARS Franchisees, Brian Faehner's and Buddy Dunfee's journey into the mobile restoration business started with an opportunity discovered on Monster.com. From the very beginning they went through the training process at very similar times. Brian didn't mind the somewhat lengthy online interview process. "It helped me feel that MARS really cared about knowing me and making sure I was a good fit for the business." Coming from a background as the Auto Body Director at Ohio Technical College, Brian already knew a thing or two about painting and auto related cosmetic repairs, but he was impressed with the MARS training and the national training facility. "The reconditioning skills you learn at MARS International are not only applicable to the automotive industry, but also many non-automotive niches as well."



Brian Faehner

Living in the Ohio area means that each winter Brian & Buddy deal with frigid temperatures. Temperatures and wind chills as low as -30 F make it tough to make things happen! "One time we went to the storage facility where we park the trailer, and after hitching onto it, the trailer would not move. After some investigation we discovered that the axles were frozen solid. So, we got out the butane torch and a hammer and worked on it till it broke free! I don't like it when it gets this cold, but I know there is opportunity out there, and we have to get to it - if we're going to grow a successful business" commented Brian. Despite wind, rain, sleet or snow, customers can be positive that the Cleveland team will not only provide quality repairs but also

demonstrate a persistent attitude! Many non-Martians wonder how to deal with glacial temperatures once a paint job is being started. Brian said, "We have adapted our painting techniques to work in the colder temperatures... With our curing lamps and some protection from the wind, we can paint in extremely low temperatures."

When it comes to initial exposure to the automotive market, Brian & Buddy both feel that talking to dealers before you start a MARS Franchise is an excellent suggestion. It ensures that the dealerships know who you are when you return from training and makes that first visit an easier "sell." While they enjoy working

Story continued on Page 5



Operator of the Month... Continued from Page 4

dealership accounts, Buddy and Brian decided to reach out to increase their business and brand recognition. They hired their local newspaper sales representative to promote their MARS business, and the extra exposure is helping them with their dealership and non dealership relationships tremendously. Another strong avenue of exposure and network into the community is their local BNI group. Weekly Tuesday morning meetings have provided wonderful retail leads and has turned into a networking and business reference resource that has more than exceeded expectations. When asked what the percentage of retail to wholesale work they do is, they noted: "It's about 50/50 in the winter and about 90/10, with the emphasis on wholesale in the summer."

When asked about their plans for the New Year, this dynamic duo said, "Have another, if not two, additional crews working with our accounts in the area. We are often so busy in the summer that we have to work weekends too. We like making hay while the sun shines, but some extra help would help us get our weekends back!"

As Franchisees who have

been in the business a little over a year, they sometimes feel the residual affects of having been employees and constantly feel grateful to be out on their own. Buddy said, "We enjoy being able to set our own hours and not have someone else's agenda to worry about." He also added, "I think MARS is awesome. It puts you in the position to control your own destiny." When Brian is not working, his favorite place to hide is the 'not-quite-finished-being-built' humidor in his basement and playing with his three year old son, Bailey. Relatively soon, 4 week old son Reid will be



Buddy Dunfee and Trainer Chris Waters

joining in the play dough fest! Buddy enjoys going to concerts, traveling, reading, and playing his guitar.

Congratulations Brian and Buddy on being selected as the Franchisees of the Month. Your team is a strong representation of the spirit that makes the MARS Franchise great!



Chief Training Officer Jayson Jones and Brian Faehner at graduation



President Allan Kelsey and Buddy Dunfee at graduation