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BLUE RIDGE COLLISION CENTER PUTS CUSTOMER SERVICE ABOVE ALL ELSE

Just off US 601 South, and tucked back off Smith Road in Mt. Airy, you'll find a busy, little collision center that repairs an average of 12-15 vehicles a week. The shop is owned by Mark Danley who opened the Blue Ridge Collision Center in June of 2018. In just a few short years, Mark has watched this collision center grow from two employees to five in a building that once housed the Waste Management Company in Mt. Airy.

Mark previously worked in the body repair business, but says his dream was always to have his own body shop. He learned to repair vehicles working on them from start to finish, so understands the importance of accuracy and paying attention to the details. He says his business grew quickly because first and foremost he understands the importance of providing customer service, along with doing high quality work.

In the first year of business, Blue Ridge Collision Center was a direct repair partner for Horace Mann Insurance, and in 2019 they also added Nationwide Insurance. He says, "That's when business really started to take off." The collision center also holds the ICAR Gold Class certification.

When asked what makes the center successful, Mark's Office Manager, Rhonda Brindle says, "We all work together with the goal of getting the customer's vehicle in and out as quickly as possible."



She says Mark can often be found jumping in to help wherever he's needed – whether it's detailing a vehicle, helping with an estimate, or assisting in the paint booth. Danielle Fulk, who is the center's Estimator says, "We treat our customers vehicles as if they are our own – that means following vehicle repair protocol. We don't take shortcuts, right down to the types of tools we use to do our repairs."

Mark's vision for the Blue Ridge Collision includes becoming a direct repair facility for additional insurance carriers. He recently added a second building that will be used for detail work, and he has plans to add a second

paint booth in the future. He adds, "Regardless of how much we grow, we will always put customer service above everything else!"

Maintaining a high level of customer service means counting on parts suppliers to have the parts needed to repair vehicles, and being able to get them delivered as quickly as possible. The Blue Ridge Collision Center has come to rely on daily deliveries to Mt. Airy from the Modern Parts Center in Winston-Salem. In addition to providing GM, Infiniti, Nissan, Toyota, and now Genesis parts, the Modern Parts Center is also part of the OE Parts Express Co-op. This means customers can order parts for nearly every brand direct from the dealerships in the co-op, and have them delivered the next day on the Modern delivery truck. Mark says it makes getting their parts really convenient. "We can order our parts and get everything delivered the next day on one truck and in one delivery!" He also appreciates the Modern Parts Center's large inventory and knowledgeable staff.





This new feature will highlight the Modern Parts Center employees who work behind the scenes to make sure our customers receive the correct parts as quickly as possible. Even though these employees don't have direct contact with our customers, they are an integral part of the Modern Parts Center's day to day operations. They scan and sort incoming inventory, stock and pull parts, generate invoices, handle returns, sort parts by route, and make sure a customer's parts ultimately end up on the right truck for delivery.



STOCK CLERK / FLOOR LEAD *Loves* HER JOB

Crystal Everhart recalls wanting to work at the Modern Parts Center from the time she was six years old. Her mother was the Assistant Parts Manager at the facility for 42 years until she retired in 2014. Crystal's mother may have influenced this decision, but so did Crystal's love of working around cars.

Crystal will celebrate her 15 years with the Modern Parts Center in August of this year. She started her career at Modern in inventory control, and is now a stock clerk and

floor lead. Her responsibilities include dealing with problems that may occur on the warehouse floor, and helping to find solutions. This includes locating missing parts, pulling invoices, and making sure the correct parts are pulled and routed for delivery to the customer. She said, "Ultimately I'm here to help insure our customers get the right part as quickly as possible!"

When asked what her favorite part of the job is, she said it's the team of individuals she works with. "Everybody works together, and jumps in to help each other," she says. She describes the current warehouse team as the best group of people she's worked with in 15 years.

Crystal was born and raised in Lewisville, North Carolina. When she's not working she enjoys spending time with her family, working in the yard, and especially taking care of her garden. She is a mother to four children, and a Grandma (Nana) to two grandchildren, Caleb Michael, 9, and Lily Ann, 4. She celebrated her 16th wedding anniversary to her husband, Jeff on June 11th.



Look for this sticker appearing on the Modern Parts Center's core packaging. It serves as a reminder to **NOT DISCARD CORE PACKAGING**. Original packaging is required for all core returns.

NEW ADDITION TO THE MODERN PARTS PHONE CENTER



Please join us in welcoming **Brad Rigney**, the newest addition to the Modern Parts Center Phone Center! Brad previously worked at Jeff Gordon Chevrolet in Wilmington, North Carolina, and brings over 14 years of parts experience with him, primarily with GM. He moved to the Winston-Salem area in May with his wife, Brandy who he has been married to for 10 years. They are proud parents to two cats (Chevy and Darcy), a dog, Daly, and a chicken named Joan.

When Brad isn't helping customers locate parts, he enjoys camping, hiking, and mountain biking. He's also an avid runner. Rumor has it he's pretty good at cooking on the grill too! He's a music junkie, being primarily fond of rock and roll, and his favorite sports team is the Carolina Hurricanes.



WHAT DO YOU GET WHEN YOU CROSS A **CHEF** AND A **MODERN PARTS CENTER DRIVER**?

If you're lucky you might get a homemade batch of Melissa Mirchandani's white chocolate bread pudding with praline sauce! This spunky, little lady with the big personality can usually be found delivering parts on the Greensboro route, but at times in High Point and Kernersville too. She is currently the Modern Parts Center's only female driver and has been delivering parts since late 2020.

Melissa previously owned a catering business that she ran for 21 years. COVID and changes in the hospitality industry forced her to look for new opportunities and she was drawn to working at the Modern Parts Center. She says, "I was interested in driving. I figured it would give me the opportunity to work independently and still be around people." She said she also appreciates the family closeness and how connected everyone is at Modern. She describes it as "an overall atmosphere of teamwork where everyone looks out for each other."

Melissa appreciates that no day is ever the same when it comes to delivering parts to customers. She enjoys learning about her customers and understanding their needs when it comes to parts deliveries.

She was born in Memphis and grew up mostly in Louisiana. She moved to North Carolina in 1993. She is the mother of four boys, and has four grandchildren. When she's not working, she spends her time reading and working on the renovated Hanes warehouse she calls home.



MODERN NOW SUPPLIES GENESIS PARTS



GENESIS

The Modern Parts Center is now supplying customers with Genesis parts. If you are not familiar with the brand, Genesis is the luxury car division of Hyundai Motors. It competes with brands like BMW, Infiniti, Lexus, and Mercedes-Benz. It was recently put in the spotlight for

being the SUV vehicle Tiger Woods was driving when he had his roll-over accident in March of this year.

The Genesis brand was first introduced in 2008 and has won a number of design awards. In 2020, JD Power named it the most dependable automotive brand in America. By 2022, a sports coupe and two crossovers are expected to bring the number of Genesis models to at least six, which will also likely add to increased customer demand.

With the addition of more models, and the gaining popularity of the brand name, body shops are likely to begin seeing a need for parts for this brand. Genesis is another vehicle brand now available to Modern Parts Center customers. Jermaine Stephens, Wholesale Parts Manager says, "Adding Genesis parts to our lineup creates another level of value for our customers. Our customers can call one phone number, speak to their favorite parts specialist, order parts for five different brands, and have all their parts delivered on one truck!"

The Modern Parts Center also provides customers with GM, Infiniti, Nissan, and Toyota parts. We are proud to now be your official source for Genesis parts too!



1

PHONE CALL

8

BRANDS

1

DELIVERY

- Call or email to order parts for ALL brands
- Also order via CollisionLink, OPSTrax, CCC True, and Parts Trader
- One of the largest inventories in the state
- Parts delivered on one truck
- Next day and FREE delivery



AUTOMOTIVE

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