



Perth Auto Repair Shop Launches New Facebook Initiative

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Advance Automotive recently announced the launch of their new Facebook page to serve their loyal customers better online. The auto repair shop based in Perth, Ontario is a full-service facility that provides comprehensive auto work from transmission repairs to internal engine services. With the new social media initiative, clients can now reach Advance Automotive through <https://www.facebook.com/advanceautoperrth>. This page is where customers can also get free information on how to keep their cars in excellent condition.

When asked about this project, Milton Dennie, one of the owners and technicians of the company, has this to say: "We thought of this initiative primarily to help our loyal customers take better care of their cars. By giving them car care tips in a fun and educational manner, we aim to keep their cars in good running condition. And we think the best way to do that is through social media. Aside from tips on caring for their cars, we will also be teaching them about road safety and proper driving. We can keep our customers and their families safe by making our roads safer. We do this by sharing relevant information online." Topics like safe driving during bad weather, installing a baby car seat correctly, and even tips on fuel efficiency can be found in the company's new Facebook page, and this is in line with the firm's values as a family-run business.

Advance Automotive opened their doors in 2000. Husband and wife team, Milton and Debbie Dennie own and run the business. Milton has over 27 years of experience as a repair and collision technician. He received his Auto Body & Collision Damage licence in 1991, then continued his education to get his full Class A-Automotive Service Technician Licence.

Advance Automotive continue up to update and educate themselves both on the business side as well as the technical auto repair side by attending many courses yearly in Canada as well as travelling to the States sometimes as far as California. Education never stops, and technology is forever changing.

Their two sons Chaz and Ricky also work for the repair shop as full-time licensed technicians both attended many automotive classes in Toronto with their parents since the age of 13 and 14 respectively and graduated together in the year 2011.

Daughter-in-law Candice meanwhile takes care of the office administration. Candice Dennie McGregor is the cheerful, informative face and voice greeting each customer. She keeps the customer informed as to issues and concerns as repairs complete. She is always ready to look after you with everything from Regular Oil & Maintenance Service to more advanced technical problems. Candice looks after scheduling, estimates, parts ordered and, ensures that everything is complete to the time you pick up your vehicle. Candice has also completed many Napa in-depth courses in the automotive business.

Deb and Milton's other daughter-in-law Brooke Willows are both on the administration side of the business. Brooke has taken administration courses, and she and Deb keep everything in the business in balance, data entry, licences updated, always searching for the newest updated tools and courses. Accounts payable & receivable.

Deb states "Right from the start Advance Automotive is a family business. We treat our customers and staff like family, each customer comes with their own unique story, and we have made many long lasting relationships with our customers" said Debbie. "We are always seeking different ways on how to better serve our customers and give them value for money. And we think this new Facebook initiative is a perfect way to do that," she added. The new Facebook page will be used to communicate with their clients and provide them with knowledge of anything about cars and driving. The page will be filled with only family-friendly and kid-friendly content.

The auto repair shop is a well-known fixture in the community of Perth. They have built a reputation of being experts in automotive service and repair coupled with excellent customer service. This customer-first and family-oriented approach are paying dividends proven from the number of satisfied customers Advance Automotive has. Per long-time clients Kath and Don Young, "We just love Advance Automotive in Perth. They take such good care of us, a real family oriented business with only your best interest at heart. We

highly recommend them for all your automotive needs.? This type of word-of-mouth referral remains to be the number one driver in increasing the company's customer traffic.

The same trend is happening online based on initial glowing reviews found on their new Facebook page. Samantha Riopelle, a local client, wrote, ?Had a great experience at the garage today. Family run businesses, they go above and beyond. Very impressed!?. And another from E.N. McClorious whose car broke down and had it towed in by Advance Automotive. She wrote, ?I can't say enough about the wonderful service we had from this shop recently... Deb and Milton went way out of their way to ensure that myself, my partner, and my toddler were well taken care of. Highly recommend this shop to anyone.?

As a family, they support many causes from soccer, charity, fundraisers etc. in and around Lanark County.

Milt (as he is affectionately known) and Deb also have a daughter Lillian Guertin Dennie married to Mark Guertin. She works at the Perth hospital as a nurse. The backbone of the Dennie family is volunteering. Milt and Deb have always believed since their children were young that you have to give back to the communities around you. The Dennie family fostered many children over 17 years. Lillian, Chaz and Ricky are all Volunteer Fire Fighters for the Lanark Highlands area with the support of their spouses for several years now.

So with the four beautiful grandchildren at this time the Dennie family has many reasons to push forward keeping the business healthy, honest and growing.

Advance Automotive is located at 10 Conlon Drive, Perth, Ontario. The auto repair shop is ready to accept customers in the area with all vehicle types and in both foreign and domestic brands. With the company's Guarantee/Warranty Program, Advance Automotive guarantees to maintain the factory warranty of any new vehicle. The program also guarantees that cars will be correctly repaired or serviced the first time.

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For more information about Advance Automotive, contact the company here:Advance AutomotiveMilton Dennie(613) 264-0344advanceautomotive@outlook.com 10 Conlon Dr, Perth, ON K7H 3N1

Advance Automotive

Advance Automotive is a family business that is owned and operated by Debbie and Milton Dennie. They have two Sons, Chaz and Rick work as full-time licensed Technicians their daughter-in-law, Candice works in the office as the service writer.

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The logo for Advance Automotive features the word "ADVANCE" in a bold, italicized, red sans-serif font. Below the text is a stylized graphic of a car's front end, including the hood and headlights, rendered in a dark color.

