

BizSnaps

A Snapshot look at local businesses



Name: Russ Byerly, Roger Lilly, Managing owners

Business Name: Lilly Auto Care Center

Address: 108 South Grant Avenue

Phone: 608-743-4884

Directions: W. Court Street to Grant Avenue south, turn at the Hobby Shop.

Business Hours: M-F from 7:30 am to 5 pm, weekend appointments available.

When was the business started? November 2, 2007 (Roger's Birthday)

Describe your products/services? A full-service automotive repair shop. Roger specializes in timing belts, electrical problems, and anything from tune-ups to brakes from flat tires to exhaust work.

What do you do, product, service or philosophy, which differentiates you from your competitors? We strive to help educate our customers. If you take care of your transportation, it will take care of you. Roger Lilly truly loves his work. It gives him great satisfaction to help people with automotive problems.

How did you get interested and/or start in this business? After 26 years of working for others, Roger was approached by two lifelong friends. He has investors and someone to help with the paperwork and business organization.

What have you learned from this business? You can never over plan. Customer satisfaction comes when the work is done correctly and at a fair price.

What or who has had the most influence in the way you do business? Lilly Auto Care Center is blessed to have people with a variety of skills. Russ Byerly is the man who makes sure everything is there for Roger, the owner. Russ handles the bookwork and helping customers.

Favorite saying that applies to your business? If it runs on fuel, we can fix it.

What have been some of the challenges you've faced and how did you work them out? Articles of incorporation, real estate searches, advertising, lining up suppliers, accounting, equipment purchases, process planning. We got help from Ron Ross at OC Accounting, the whole team at M&I bank, Carolyn Fox of First Weber Realty, Napa Auto parts, Auto Zone, Moore Oil Co., Pomp's Tire, Sears Auto, Davis Citgo. The Janesville Gazette, friends and family too numerous to mention.

What do you find most rewarding about this type of work? Helping people. That is the bottom line in this business.

What type of customers use your products/services? Anyone that owns a vehicle and wants to maintain it or repair it, but wants to save money at the same time.

Any final comments? We will be a part of the Janesville community for a very long time and are proud to do it!

TheJanesville
Gazette

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