

~ Marketing Profile ~

Szabo Bros. celebrating 25 years of serving the community

SZABO BROS. puts its focus on quality work, honest and friendly service, and building quality relationships with its customers. And it has always been that way, according to Antal Szabo – who owns the local company with his wife, Lisa.

What began as a car-cleaning facility has expanded and grown because of customer demand over the years. Today, the garage on Winniett Street provides an auto mechanic and maintenance shop, snow plow sales and service, and all-around automotive industry care and after-care services.

“We’re a one-stop auto shop,” says Lisa. “The only thing we don’t do is body repair and paint.”

Antal explains the company has maintained quality relationships with loyal customers from the very beginning. Some of those clients include the Brantford City Police, Betco Products Manufacturing Company, SC Johnson & Sons Ltd., Ardency Group, Asco Power and Asco Valve, McLean Foundry Ltd, Ramkey Group, and Brant Taxi. Many other wonderful clients and friends have dealt with Szabo Bros. for several years.

The business began with three people who provided excellent car detailing services – including Antal’s brother John, who has since moved on to the construction industry.

Today, there are four full-time employees and one part-time employee involved in much more than car detailing, although that is still a huge part of the business.

“The car cleaning took off really well because of quality workmanship and word of mouth recommendations,” points out Lisa. The snowplow sales and service is proving to be a vital addition in the winter season and includes repairs to Western and Meyer plows.

Antal and Rick Dear do all of the mechanical and maintenance work. Lisa runs the detailing side of the business, with help from daughter Jill. Most of all, the business succeeds because everybody helps everybody when needed. It truly is a team effort – right down to Jack, who greets customers and loves all the attention from the mail lady, delivery people, and all the wonderful customers that spoil him daily.

“I am like the carpenter-electrical plumber – a Jack of all trades,” points out Antal. “We do it all. We go out of our way to let people know they have nothing to fear when they bring their car to Szabo Bros. We try to make the customers feel like they’re at home.”

Lisa adds her husband is especially good with people who don’t really understand car maintenance. He’ll show them what is wrong, so they’ll have a better understanding of the problems, because today’s sophisticated automotive systems are more complex. Customers need to know what their hard-earned money is paying for and that the repair is done properly.

“Together with our customers we have created wonderful friendships over the years,” says Lisa. “If they need advice in purchasing a car, they can come here and ask us. If they need air in their tires, we’ll do that for them, as well. We look after everyone.”

The Szabos offer their advice to anyone who asks, because they view their clients as their friends.

The company also supports the community through various sporting sponsorships including the Brantford Galaxy and other soccer teams (a passion of Antal’s), the Brantford Red Sox, as well as many other sporting events throughout the year. The passion for sports extends to their weekly sponsorship of The Expositor’s “Athlete of the Week” feature.

“We get involved with different golf tournaments as well – The Heart and Stroke Foundation, CNIB, Down Syndrome and the Canadian Cancer Society. We have sponsored many people in golf tournaments and also given much to the Brant Healthcare System’s ‘Run for Light’ and the Canadian Cancer Society’s ‘Relay for Life.’ We try to do as much as we can, and it all helps.”

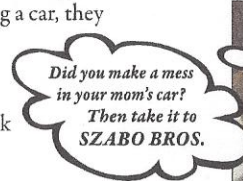
If you’re in need of quality car care and friendly service, be sure to take a short drive over the Lorne Bridge, meet the staff and discover everything Szabo Bros. in West Brant has to offer.



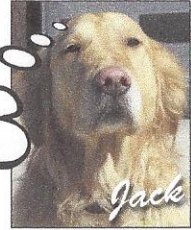
Above: ‘The Szabo Family’, Lindsay, Jill (daughter), Antal (owner), Rick and Lisa (owner).

Below: Lindsay, Jill and Lisa hand wash and dry your vehicle the good ‘old-fashioned’ way.

Bottom: Rick and Antal doing some mechanical work on a vehicle.



Did you make a mess in your mom’s car? Then take it to SZABO BROS.



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