

Like New Automotive Gains Competitive Advantage with OEM Certification

Certification through the OEC Collision Performance Network helps Like New Automotive improve repair quality, maintain operational efficiency, and establish credibility with customers and insurers.

Located in Orange, Texas, Like New Automotive has been a cornerstone of the local community since 1977.

Manager Jake Talmadge has been working full-time at the shop since 2005 and now oversees repairs on 75-100 vehicles per month. Originally founded by Jake's father, the shop maintains a family-oriented approach while continuously evolving to meet industry demands.

In an industry where a reputation for delivering quality repairs matters, Jake recognized the need to set Like New Automotive apart from other shops. "I've always pushed for OEM guidelines to ensure safe and proper repairs," he explained. Jake understood that certification validates the shop's commitment to excellence and provides a platform that allows Like New Automotive to stay ahead of the curve in a highly competitive market.

Certification **validates the shop's commitment to excellence.**

Impact of Certification



1. Enhanced Training and Repair Efficiency

One of the most significant benefits of joining CPN is the impact on training and repair efficiency. "Certification forces us to stay on top of proper training and equipment," Jake noted. "Quality has always been there, but now we're faster." By following the manufacturer's guidelines, Like New Automotive ensures that repairs are both safe and thorough, even in areas of the vehicle that are not immediately visible to customers. "We do the proper work that you can't see. What does the vehicle look like when you peel it back like an onion?" Jake explained.



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2. Credibility and Negotiation Power

Certification provides Like New Automotive with critical leverage when negotiating with insurers. Holding certifications from Hyundai, Nissan, FCA, and KIA, the shop complies with the highest industry standards. Jake emphasized, “The certifications give me the credibility to explain and act as the expert.” This is vital when working with insurance companies. The ability to confidently reference manufacturer recommendations allows Jake to advocate for proper repairs, delivering safety and customer satisfaction.

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3. Educating Customers

Jake understands that many customers may not initially realize the importance of choosing a certified repair shop. He sees this as an opportunity to educate them on the value of certification and always makes a point to show customers the ‘certified shop’ signs displayed in the shop.

Jake also takes the time to explain the importance of following OEM procedures, allowing customers to understand why choosing a certified shop matters.

“Customers feel more confident that they’re getting what they’re paying for,” Jake explained. Certification plays a vital role in fostering long-term loyalty and trust.



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Business Improvements



1. Operational Efficiency

Joining CPN has helped Like New Automotive maintain consistent quality while improving operational efficiency. The shop’s reputation for performing proper repairs was already strong, but the additional training and resources provided by CPN have streamlined internal processes. This allows the team to complete repairs more efficiently but without compromising on quality.



2. Competitive Edge

Certifications give Like New Automotive a distinct competitive edge in the market. The ability to demonstrate adherence to OEM standards sets the shop apart from competitors who may not prioritize proper repair procedures. This distinction is not only important for attracting customers but also for retaining skilled employees who value working in an environment committed to excellence.



3. Support and Resources

Jake also finds value in the support provided by CPN, particularly in terms of cost savings. “The parts programs and rebates have been a major benefit,” he noted. Additionally, CPN provides Like New Automotive with marketing tools, such as certification logos for their website and signage, helping communicate their certified status to customers.

Like New Automotive’s participation in CPN has reinforced its reputation for quality and safety in the collision repair industry. The certifications have enhanced the shop’s training, improved repair processes, and provided critical leverage in repair negotiations. The credibility certification provides also serves as an educational opportunity for customers, promoting improved customer satisfaction and loyalty. As the shop continues to navigate the challenges of a competitive market, its commitment to certification and adherence to OEM standards will remain key drivers of its success.

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Interested in getting certified?

Learn more about certification and all the benefits of the Collision Performance Network [here](#).