

Joey Seluk of Checkered Flag Inc. The Details of his success!

By Lisa DeFelice



Owner Joey Seluk

Photo By: Lisa DeFelice

Recently, I had the pleasure of speaking with Joey Seluk, owner of Checkered Flag Inc. a very successful automotive detailing company based out of Tewksbury, MA. I must say Joey's rise to success is a very interesting story. One of which I'm sure you will enjoy.

About 2 years ago Joey moved back to Massachusetts from California where he was General Manager of a car wash chain. He spent 3 years moving around various car washes throughout southern CA fixing problems and learning the industry. Although the company he worked for was mainly a car wash chain, it also housed detail facilities and it was there Joey began to work closely with one of the company's general partners who gave him insight into the major functions of the detailing business. After working there a few years Joey headed back East with enough confidence to venture out on his own and with his brother he purchased a car wash at an auction in Kittery, ME. A few years later, Joey and his brother sold their business to another company for a profit.

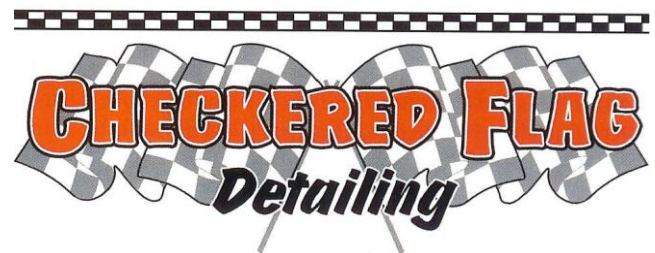
During the time Joey was operating his car wash business, he began detailing cars right out of his parent's driveway in Tewksbury, MA. He hit the road, doing a lot of legwork, made business cards and banged on a lot of doors. "I was lucky," he said, "I started with \$500.00 and a small credit line with the chemical company I bought all my waxes from." About 6 months later Joey was fortunate to meet Bill Curry from BMW of Peabody who finally gave him the chance he needed. "He gave me a car and I cleaned it, then he gave me another one and another!"

Joey was quickly gaining popularity among the local dealerships with his impressive detailing abilities. He immediately ran an ad in the newspaper and hired his first employee. Today Joey has 35 employees and 7 locations as well as 1 mobile unit. His company is the only detailing company in New England fully insured up to 2 million dollars!

Checkered Flag Inc. services BMW of Peabody, Landrover of Peabody, Acura of Peabody, Cycles 128, Boston Freight Liner, Manchester Mack Truck and International Truck Center of Boston. They also have the ability to detail boats and airplanes. "We service every location as if it was the only one we had to take care of," he says. And how does he do this? Simply by training his employees. "I feel that my employees should be where I am in 5-10 years so I give them all the tools they need to learn the trade." From a business standpoint, Joey has simplified a lot of the paperwork and procedures his company follows. He feels that detailing is 1 % of what his company does and accounting is 99%. With that in mind the company promotes a bonus structure based on performance. Each employee's productivity is a direct reflection of his or her performance. Therefore, they are always trying to achieve. Joey does a majority of the detail training and spends a lot of time with his employees. He gets them excited about their jobs and their potential for success. Checkered Flag Inc. is a very personal company to work for and I believe this is what separates the company from most others.

When asked what makes his business a success Joey says he works very closely with dealerships and the Customer Service Index, which is a major part of the dealerships. "The Customer Service Index (CSI) rates the performance of the dealership on their experience whether it be a service or purchasing experience and our company has been holding strong at 100%. Checkered Flag is very much in tune with the CSI of the dealerships we work with and we do everything we possibly can to give them perfect scores."

Interviewing Joey Seluk was a pleasure. His enthusiasm and dedication proved to be sincere when I spoke with some of his employees and also Bill Curry, General Manager at BMW of Peabody. He is truly an innovative and successful man with a bright future in the automotive detailing industry. I would say to any dealership trying to run their detailing services in house, take the same chance Bill Curry took when he hired Joey, you won't be disappointed!



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