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THEE CAR LOT

A Driving Force in Fayetteville's Economy

by Val Jones * www.fayettevillepress.com

Nearly a year ago, we introduced you to Chad Brown, owner of one of the fastest growing independent car dealerships in the nation – **Thee Car Lot**, located at 2718 Murchison Road in Fayetteville. At the time, some naysayers questioned why Chad would put a multi-million dollar business on the impoverished "Murk?" "It just made good business sense," says Chad, the family man of 4 who shares ownership with his wife, Erin. "I saw potential growth and potential diversity that could help rebuild this community. I saw a great business opportunity that could benefit us all."

So, with an economy that has been sporadic at best, how does Chad & Erin Brown remain successful and growing? Their business motto says it all: "If you're walking and talking and have an ID, your down payment is all you're gonna need."

And Chad, Erin and their staff live by that motto. For two years running, Thee Car Lot#1 has had great success as an independent dealer (non-franchise) with the highest number of cars being sold from 1 location. Because of the huge success, a 2nd location of Thee Car Lot has been opened on Gillespie Street in Fayetteville. "In the first 2 weeks of opening of Thee Car Lot #2, we sold 28 cars/trucks," says Chad.

"I would like to thank the Fayetteville Press for the great article written before," smiles Chad. "We framed it and have it hanging in both stores. The number of people who appreciated an honest interview showed up in force to buy cars and we are appreciative of that. Thanks to the Fayetteville Press for getting the word out that we are not just in this for a profit; we're in this for the betterment of our community. We sincerely believe in giving back and being one of the best, if not THEE best business in the community. And because of our expansion, not only are we keeping Fayetteville and Ft. Bragg driving, we are creating jobs as well."

The same class, great atmosphere and attractive dealership that Chad brought to his Murchison Road location has also been brought to the Gillespie Street location. "We've spent hundreds of thousands of dollars creating beautiful welcoming places of business," says Chad. "We spared no expense on renovating a old bank building from the 60's...and we want the public to know they are dealing with a professional used car dealership where our service is just as pleasant as the atmosphere they are buying the car in. I just don't believe in selling cars. I sincerely believe in contributing to the growth and economic welfare of the community my businesses are located in."

"We continue to get awards and accolades regularly," continues Chad. "We sell so many vehicles that we create a fresh environment by getting fresh inventory daily. And we are regularly recognized nationally with our performance with various lenders. I have a continuous flow of thank you cards and gifts from satisfied customers. Most of all, I appreciate the confidence and compliments I receive from my wife Erin and the rest of the family for our success. Erin's hard work has been an invaluable asset to the growth of our business. She's right there in the trenches with me, making sure we continually put our best foot forward and lead by example, not just words."

Thee Car Lot's proven record of success can also be attributed to Chad's proven history in the car dealership business. In fact, you can say he actually grew up in the business. His father and mother, Joe and Linda, have run a family car lot – J&L Auto Sales off Cumberland Road – and have been servicing Fayetteville for around 40



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(910) 868-5000 - Lot or (910) 868-5008 - Fax



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years.

Chad and his wife Erin continue the tradition of servicing Fayetteville and surrounding area with a car dealership that is able to offer people credit that would not otherwise get the opportunity to get credit elsewhere. This is what continues to make them #1 in the state with credit acceptance. As well, they are usually #1 or 2 in the region which encompasses 60 dealerships.

"No one else beats the reputation and service we provide. No one else beats our numbers," says Chad. "We offer credit to all...no matter what! The down payment is your credit. Whether it's a \$3000 car or a \$20,000 car, I will personally loan the money needed to make sure you are driving."

"I believe in 2nd chances," says Chad. "I've been there, from bankruptcy to now. I know what it's like to have your credit shot. Bottom line: How can you work and make money when you don't even have the basic needs of transportation? That's where someone needs to start when they want to rebuild their credit. They just can't go out and buy a house all of a sudden if they've got a bunch of bad credit. However, they can start out with car...and that can lead them to newer, nicer things in life if they can change their credit."

THEE CAR LOT #1 and 2 will finance literally anyone as long as they can put insurance on a car and drive the car. "I've had success with those who has had a credit score as low as 425; and I have been able to get them bank financing," says Chad. "We've given credit to everyone, regardless of their situation. Whether they've had repos, bankruptcies, whatever their bad situation is, we can help them turn that around and give them a second chance at good credit."

"We are finding that wholesale prices for vehicles continue to rise and people's circumstances haven't changed as much from the economy faltering over last few years," says Chad. "However, circumstances don't matter to my team and me. Yes, unfortunately, bad credit and bankruptcies are on the rise. But we have the ideal plans to give these deserving customers a shot at rebuilding their credit. So, ironically, the economy has improved my business. People who need a chance also usually prove themselves as good credit customers. So the economy is a great catch 22 for me."

When asked what is the biggest misconception people have when buying a car, Chad says: "They think their bad credit will get them bad treatment. But not at Thee Car Lot. Please come see me. Even if you have the worst credit, if you have a proper down payment I will get you a ride...because everyone deserves a chance to better their lives. And if you can't drive, it's difficult to work. So, I see the need in making sure every person is able to have that chance to better their lives. Not only is it good for my business; it's good the community's economy as a whole."

Again, Chad's motto for business: *If you're walking and talking and have an ID, your down payment is all you're gonna need.* See him and the staff today at Thee Car Lot for your next car. Thee Car Lot #1 and #2, both opened Monday through Friday from 9am – 8pm and Saturday from 9am – 6pm. Thee Car Lot #1 is located at 2718 Murchison Road. Phone: (910) 868-5000. Thee Car Lot #2 is located at 2498 Gillespie Street. Phone: (910) 485-0077.

THEE CAR LOT

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