



## **LBPA Member Spotlight: Dick Hogg, Inc. Auto Body Repair**

Dick Hogg, Inc., is a family-run company located at Berkley and Ardmore Avenues in Lansdowne. Led by CEO Dick Hogg and President Randy Hogg — Dick's son — the company is celebrating 43 years in business this month.

Dick has devoted his career to automobiles, starting out as a mechanic before gravitating toward body repair. As a teenager, Randy hung around the shop often and worked as a helper during summer vacations from school. This close contact with his father and the other experts at the shop gave him a thorough understanding of the business.

The company makes sure that quality is its top priority, whether repairing and refinishing cars, vans or trucks. They use state-of-the-art equipment, such as dust collectors, a down-draft spray booth, and a bake oven, which improves the quality of the finish and helps it to withstand the elements. They treat their customers' vehicles as if they were their own.

The shop is thoroughly cleaned after every job to ensure that no debris is allowed to accumulate. Obviously, keeping things neat and clean in a business that is prone to dirt, grease and dust takes persistence, but it is the Hoggs' attention to their workplace and the quality of their work that guarantees their customers an impeccable job — every time. As Dick says, their goal is to "repair the damage so it looks like it didn't happen."

Working with heavy equipment, power tools and hydraulics, there's always the potential of danger. Ever safety conscious, Dick says they insist that their employees observe safety rules for their own protection — and for the safety of their customer's cars. "We're supposed to take dents out, not put them in," he explains.

Each job leaves their shop with a written guarantee — something that customers have rarely had to use. When finished, they send each customer home with a small bottle of touch-up paint — a thoughtful "gift" their customers truly appreciate.

The business employs three first-class mechanics and painters, all of them with considerable experience in the

industry and the company. There has been very little employee turnover in the company's history — one current employee has been with Hogg for 14 years, and the newest has been there 6 years. Of the last two former employees the company has had, one retired and the other left the auto body business entirely.

Dick and Randy run the administrative end of the business — talking to customers, doing appraisals, ordering parts and overseeing the quality of work that goes out the door. They firmly believe that in order to give top-notch service they must be available to give customers their personal attention, which doesn't work well if you're concentrating on pulling a dent or spraying on a final coat of paint.

Arranging for car rental and providing local pick up and delivery is part of the personal attention Dick Hogg customers receive. With the customer's best interest in mind, the company keeps all car owners informed of the progress of their job and lets them know about any unexpected delays. Not having a car while waiting for repairs is troublesome to most of us who are used to the convenience of readily available transportation, plus, the cost of a rental car can be expensive. That's why Hogg aims to get the work done fast, as long as it doesn't compromise the quality.

About 20 or 30 years ago, Dick Hogg encountered his most challenging job — a fire engine! The Garretford Drexel Hill fire company bought a new pumper truck, which arrived with a major defect. The bodywork in the cab area was improperly constructed, and the manufacturer offered to pay for the repairs. Known for his fastidious workmanship, Dick Hogg was called upon to do the job.

To Dick Hogg, Inc. it's important to support the community in which you have your business. Although Dick and Randy live in Newtown Square, they are longtime LBPA members. In addition, the company has sponsored a number of athletic teams in the Lansdowne Boys & Girls Clubs and they are long time members of the Union AA.

For more information about Dick Hogg Auto Body, call 610-622-0500.



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