

Rosen Automotive: Honesty and Professionalism

By Eliot Joseph

Robert Rosen opened Rosen's Prestige Automotive Service in 1993 after fifteen years in the business. Through his career he has worked as an automotive specialist for dealerships such as Bayview Cadillac and Buick Cadillac in Vero Beach.

Even though Bob was born in New Jersey, he moved to the South Florida area 32 years ago at the age of 9, and has called it home ever since.

Rosen stated that when he founded his company that it was not going to be his goal simply to beat other people's prices. He said, "Honesty is what this business is built on. We do the job right the first time and charge a fair price."

Bob is very proud of his staff: "The folks that work here are seasoned master technicians, which is about the highest grade auto technician you can find. They made the time to take the classes, learn the material and keep up with the latest technologies."

In fact, technology is one of the factors that keep Rosen's Automotive a step ahead of much of his competition. He said,

"If you don't have the right equipment you can't work on the modern cars. We are proud that we have what it needs."

Speaking of his technicians' experience and knowledge he said, "They have a lot of pride in their job, and are very electrical and computer oriented. They treat people the way they want to be treated."

Rosen can spot talent in automotive technicians and said with a wry grin, "One of these guys here I stole from Bayview when I left."

When he spoke of the integrity of his company and his crew he said, "We'd rather not fix the car if we can't find something wrong with it. We don't create problems where there are none. We are conscientious."

He stated that customers liked the fact that everyone worked from the same facility, "Here you're dealing with the owner, the director, the service manger and no one's hidden behind closed doors."

Also, the garage is open for anyone to watch them work. He said, "We love it when people watch us work. We have nothing to hide."

Unlike many other automotive centers,



Robert Rosen and Brad Morrison

Rosen makes it a point to explain to the customer exactly what is wrong with their vehicle and what needs to be done. Rosen said, "Many times we'll explain in detail what is wrong. We teach our costumers what specific things do and what needs to be done to fix it - we educate our customers."

Rosen concluded by stating, "Here the

job is done right and the customer is always treated right. Bring us your business and we'll prove it."

You can also run into Brad Morrison at the shop, and do say hello. Brad is Bob's business partner in the successful West Broward Boulevard enterprise in Fort Lauderdale.

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