

## sba success story

The following success story celebrates the achievements of a local company that has received a Small Business Administration loan from Zions Bank.

# Advanced Detail



Karen Mecham  
Photos by Kevin Kiernan



she proposed opening a detail business that would provide the best possible services at a reasonable price. Additionally, she suggested that the company hire men and women, especially single moms, who needed a chance to put their lives on a better path.

With a resounding vote in the affirmative, the family put all their talents and determination into creating a business that provides a good wage and flexible hours. About one-third of the company's employees are women.

Teamwork is a hallmark of the family. When Mecham launched her business all four children asked to be involved. Each brought his or her own area of business expertise to the fledgling company. Her husband, Dale, joined the company in its second year to drive the diesel tractors and keep the equipment in good running order. He also trains aluminum polishers. Sons Dave and John direct the detailing and aluminum polishing divisions. Their hard work and training skills have earned the nearly four-year-old business a reputation for high quality. Daughters Allison and Dee expertly handle the accounting and customer service departments respectively.

Advanced Detail's management team works hard to educate its customers about the detailing process. The team learned that most people know little about how cars are cleaned, buffed and waxed. Many customers express gratitude for the respect and in-depth explanation of services and processes they receive when they have their vehicles detailed. The business strives to provide uncompromising customer satisfaction.

While wholesale cars provided the main revenue stream in the company's first year, Advanced Detail has expanded into the commercial and heavy truck markets. With the production, customer service, and accounting effectively managed, Mecham has been free to network and build a strong word-of-mouth retail clientele.

Advanced Detail is outfitted with the latest state-of-the-art equipment, including an above-ground wastewater filtration system that treats all water before allowing it to enter the sanitary sewer system, and extractors that feature a wall-mounted system that feeds into the filtration system.

As the family works together to steer the company's expansion, it will continue to adhere to the company motto that "Quality Comes Clean."<sup>SM</sup>

## A Business With a Mission

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Recognizing that women have a general lack of trust for automotive service establishments, Karen Mecham decided to fill a neglected niche. On Aug. 9, 2004, she and her four children, and an investor opened Advanced Detail, an automotive detail business that employs women and works hard to educate its female clients.

Prior to starting her own business, Karen co-founded the Bringing Hope to Single Moms Foundation. A single mom herself for five years, she spent seven years writing curriculum, creating events, raising money, and expanding the foundation across two states. As usual, her family was involved, serving as mentors and volunteers.

As she taught single moms about goal setting, financial literacy, soft job skills, and how to find mentors, she realized there was a need for more living-wage jobs. Gathering her family around her,

