



## **Brown Family Auto Sales Wins City Beat News Spectrum Award For Excellence in Customer Satisfaction**

*Houston-based auto dealership wins its first Spectrum Award for providing excellent customer service.*

Houston, Texas ([PRWEB](#)) July 14, 2016 -- City Beat News (CBN) has announced the most recent winners of its prestigious Spectrum Award for Excellence in Customer Satisfaction for 2016, and Brown Family Auto Sales has earned the award with the highest possible rating of 5 stars.

In partnership with The Stirling Center for Excellence, CBN recognizes companies for providing an outstanding customer experience and honors them with the Spectrum Award. Winners are based on CBN's independent, proprietary research and evaluation system, which identifies businesses with a track record of top-flight customer service and customer satisfaction. The rating system combines data collected from nominations, online and other customer reviews, surveys, blogs, social networks, business-rating services, and other honors and accolades — all of which express the voice of the customer. Only those with a 4 or 5 star rating receive the Spectrum Award.

Charles and Kendra Brown opened the dealership in 2013 under the mentorship of Kendra's father, who owned and operated a car lot for 30 years. Located in Houston, in a sea of car dealerships, Brown Family Auto Sales strives to set itself apart by making the buying and financing process simple, straightforward and friendly.

Charles manages the day-to-day operations, and he and the team all work to build and maintain relationships with each and every customer. "While numbers and sales are the bottom line for success, as in any dealership, we understand that customer satisfaction and loyalty are imperative to reach our goals," says Kendra Brown.

Excellent customer service is paramount at the dealership, where the goal is to put customers in a reliable vehicle that fits their budget, and then provide unparalleled service that will keep the customer, their family and their friends as customers for life. "We strive to make deals that are mutually satisfying, meaning they are good for our business and good for our customer," says Kendra. "If our customer is not satisfied, we aim to make it right."

According to Kendra, employee retention and satisfaction are essential to the business's success, as well. "We strive for an atmosphere that is positive, where our employees feel valued for their hard work," she says. "Whether you are an employee or a customer, it is truly a family atmosphere at Brown Family Auto Sales."

The team at Brown Family Auto Sales is proud of its Spectrum Award and what it means to the business. "When we first opened our doors, we decided that customer service would be what would set us apart from our competition," says Kendra. "This award, as well as our customer feedback, indicates that we are succeeding in our goal of achieving customer satisfaction. In an industry that struggles to leave customers feeling satisfied, we hope to provide a better experience for those shopping for used cars. We may be small, but we offer a big difference when it comes to used-car shopping."

Brown Family Auto Sales specializes in financing used cars and trucks throughout Houston and the surrounding area. The dealership is located at 6510 N. Shepherd Drive in Houston and is open Monday through Saturday. For more information, call 713-360-7254 or visit <http://www.brownfamilyauto.com>. The business's



Star Page is available at <https://awards.citybeatnews.com/BROWN-FAMILY-AUTO-SALES>.

#### About City Beat News and The Stirling Center

The Stirling Center includes a learning and resource center with courses, team training and support, executive coaching, articles, and case studies focused on excellence. Its objective is to enable and encourage excellence across many fields, wherever it can. The Stirling Center, <http://www.stirlingcenter.org>, recognizes service excellence in both commercial businesses such as those served by City Beat News, and its “life” and “public service” divisions.

City Beat News and The Stirling Center are located in Lapeer, Michigan. For more information, call 866-732-9500 or go online to <http://www.citybeatnews.com>.



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