

Cottman Was an Easy Choice for New Des Moines Center Owner Denny Mugan

When Denny began to consider owning his own repair shop, he had a lot of choices. He could easily have opened a new, independent shop or chosen a different franchise, but after having spent a number of years working in a Cottman center, he weighed the options and chose to take on a Cottman center for himself.

Des Moines, IA ([PRWEB](#)) August 08, 2016 -- Denny Mugan isn't your typical new Cottman center owner. For one thing, he's a mechanic: He got his start as a general auto technician about 16 years ago. He's also an experienced shop manager, having worked as the center manager for the Cottman center he now owns.

"The Cottman name has a terrific reputation," explains Denny. "It's synonymous with taking your time and doing a quality job. It's in their mission statement to be a valuable part of your community; not just a shop that's there to make a buck and go home.

"That's my credo: Giving the customer a good value and being a part of the community. We have a lot of elderly folks in the area who stop by when they need a tire filled. We're the guys who drop everything to go help them. That's the kind of shop we've always run, and it's the kind of shop I want to continue to run.

"Dan Harrington, the previous owner, made it easy for me to take over; without his help I could never have done it. Dan and Mary are like a second set of parents to me.

"And there's a comfort level I've developed after being here for so long. I know everything about how this shop works and I like the transmission side of the business. Rick Barrett, my rebuilder, is a trusted friend; we worked together when we first started here. He's just such a great resource for the shop."

While that level of respect and familiarity might be enough for most people, Denny has discovered an additional value: Cottman's online marketing programs. "Dan had all but opted out of Cottman's online marketing, so it's new to the Des Moines shop," he says.

And, according to Denny, they were doing pretty well with their own marketing.

But since he bought the center, Denny started taking full advantage of Cottman's online marketing programs. "I'm getting a lot of calls, so it's obviously working. And I'm converting a lot of those calls into sales."

Thanks to Cottman's online marketing services, everything's already in place for them. "I didn't have to set anything up; we were up and running almost immediately. And the difference was just like flipping a switch. In a matter of two weeks it's increased my call volume 30%. That's huge! To be honest, I'm kind of shocked by the response."

So maybe all those years of experience did pay off: That's why Denny chose to take over as the new owner of the Des Moines Cottman. We wish him many years of success.

Cottman Transmission and Total Auto Care offers a rare franchise opportunity for entrepreneurs interested in a proven and reputable brand in the fast growing automotive aftermarket industry. Interested candidates should



have a minimum net worth of \$100,000 and liquid assets of at least \$65,000 per center. The initial franchise investment for a Cottman center is between \$190,000 to \$235,000, which includes a \$37,500 franchise fee. For honorably discharged veterans, Cottman offers a reduced franchise fee.

To learn more about Cottman Transmission and Total Auto Care and its available franchise opportunities please visit <http://www.cottman.com/cottman-franchise-opportunities/>.

About Cottman Transmission and Total Auto Care:

With locations across the U.S., Cottman Transmission and Total Auto Care is a transmission and auto repair brand that services almost any make or model vehicle, foreign or domestic. Cottman Transmission and Total Auto Care centers specialize in complete transmission service, brakes, suspension, air conditioning service and much more. Cottman's headquarters is based in Horsham, Pennsylvania. For more information, please visit www.Cottman.com and www.TheCottmanManBlog.com.



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