

AS SEEN IN

# RATCHET +WRENCH™

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## RATCHET +WRENCH™

Strategies and Inspiration for Auto Care Success

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### How I Work | Audra Fordin

"It's my vision, and I see it so clearly: We're going to transform the nation's perception of auto repair."

AS TOLD TO BRYCE EVANS



**SMASHING STEREOTYPES:** Audra Fordin has spent her career educating consumers, empowering women and trying to rebuild trust in the auto repair industry. Photo by Nolan Conway

**Audra Fordin is on a mission.** She wants to bring trust back to the auto repair industry, and she's doing it through educating consumers.

Between her shop's customer service philosophies and founding Women Auto Know—an organization that, among other things, provides workshops on car care—Fordin is trying to help people better understand their own vehicles, which in turn allows them to make knowledgeable decisions about repairs.

And it's been pretty good for business, too. Since adopting her "tell, don't sell" philosophy, Great Bear Auto Repair and Auto Body Shop in Flushing, N.Y., has more than doubled its annual revenues and raked in some prestigious awards, including New York City's Small Business of the Year

award and the National Car Care Council's first-ever top female shop owner award.

Fordin's days are filled with educational opportunities, while operating her shop, her organization, and being a mother of three.

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