



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

Automotive Service Councils of California

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Automotive Service Councils of California Proudly Announces New Corporate Partnership with Broadly

SACRAMENTO – The Automotive Service Councils of California is proud to announce its most recent corporate partnership with Broadly, an innovative company that collaborates with thousands of local business owners across the United States (independent and franchise-owned) to manage and improve their online presence, get great reviews, and ultimately attract new customers.

“We’re excited to partner with the ASCCA and bring our solution to members,” said Laura Nelson, Broadly’s Director of Marketing. “As consumers increasingly rely on what they read online to find a trusted local auto service shop, it’s critical that owners and managers take a proactive role in building a five-star online reputation. Our partner businesses report that more positive reviews generated by Broadly helps them win more new customers, and directly drives more revenue for the shop.”

Broadly’s program is seamless and easy for shop owners to use, and [enables their customers to leave great reviews](#) on their preferred sites with just one click. The Broadly program captures negative customer feedback privately, ensuring that it stays offline. Broadly has patent-pending technology to automatically stream all four and five star reviews from Google and Facebook onto the shop’s website, which delivers a powerful SEO boost. Broadly also builds modern and mobile-responsive websites.

“Up to 80 percent of people rely on search engines to find local businesses, and 88 percent of consumers trust online reviews as much as recommendations from their friends, said John Eppstein, Chair of ASCCA’s Revenue and Benefits Committee. “As a result, shop owners must pay attention to what their customers are saying about their business online, and adopt systems like Broadly to capture great customer feedback.”

Broadly offers preferred pricing for all ASCCA members who enroll in the program. Each member will be paired with a dedicated account manager, who will train all office staff, serve as the point person for the business (and help with all local marketing questions), and ensure the success of the online review generation program. For businesses wishing to build a new website, Broadly introduces a website designer to the team, who becomes a partner in shaping a vision for the new website – from concept to completion.

Broadly encourages ASCCA members to visit broadly.com/partners/ascca to request a free diagnostic of their shop's online presence. To learn more about what businesses are saying about Broadly, [read their online reviews](#).

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Visit: [Broadly.com](https://broadly.com)



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Founded in 1940, the Automotive Service Councils of California is the largest independent automotive repair organization in California. Its members represent all areas of the automotive repair industry, including mechanical, auto body, suppliers and educators.

"To elevate and Unite Automotive Professionals, and give them voice."