

Romsey Collision Centre looking to the future

Max Chanter met with Frank Cullia and Daniel Sacchetta at their Romsey facility and found a very well organised and successful partnership that is optimistic about the future of the industry



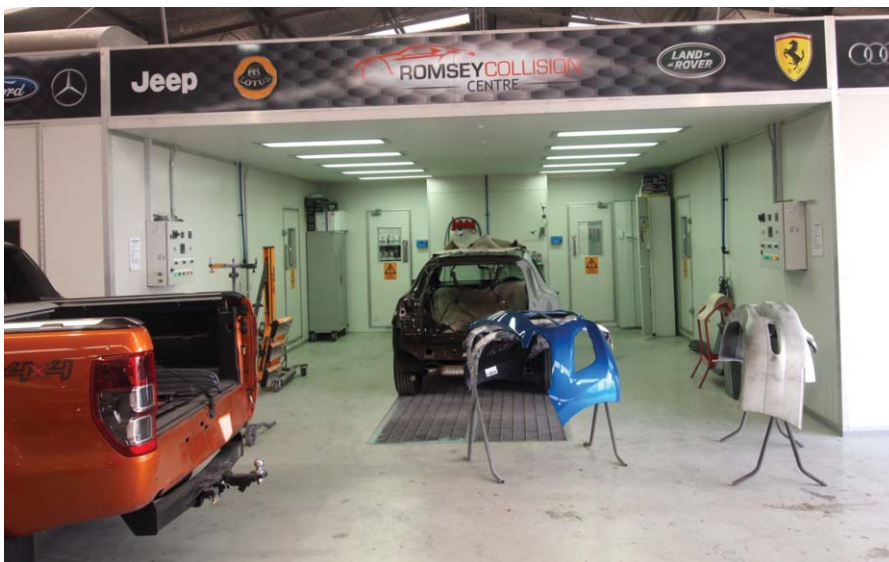
The township of Romsey is unique as its location means it can be classified as rural, but is close enough to the City of Melbourne to enable inhabitants to commute daily to the CBD for work or leisure. In this pleasant little town, Frank Cullia and Daniel Sacchetta have established a thriving business repairing all types of vehicles from cars, trucks, buses and exotic vehicles, for insurance, private, companies and residents whilst building their reputation and business.

Commencing in 2007 in a modern 800 square metre factory in an industrial estate in Romsey, Frank and Daniel, both panel beaters, decided they wanted to build a successful, well respected business that would support their families into the future. The building next door houses their Macedon Ranges Towing Company, giving



them a greater avenue of work supply through four tow licences in the Romsey area and two licences in the Kilmore area (which covers the Hume Highway), a large area for smash supply sourcing.

The partners are proud supporters of the local community, sponsoring many organisations and worthy causes. Frank started working in accounting for three years before his passion for cars saw him



by a kangaroo!)

This is a nicely set out medium sized shop, neat and tidy, with quality equipment, capable of repairing all types of smash repairs on a variety of vehicles and trucks. The staff were friendly, seemed knowledgeable and the overall impression was of a business where you could be confident in leaving your vehicle for repair and it being returned to you as quickly as possible in pre-accident condition.

The partners are optimistic about the future as they believe they have a better opportunity to continue to grow and develop as they constantly invest back into their business to keep up with ever-changing demands in the smash repair industry and also due to their location and the expanding nature of the suburban sprawl growing closer each year. **NCR**

Max Chanter was impressed by Frank and Daniel and the business they are building in a semi-rural area north of Melbourne. Their work ethic and forward thinking, combined with their extensive background in the industry, should enable them to meet the challenges of the future.

The National Collision Repairer wishes Frank and Daniel and Romsey Collision Centre all the best for the future.

become apprenticed in his family business where he spent 18 years. Daniel also has a family background in the body repair trade where he became apprenticed in 1995 and went on to manage for 10 years. The similarities with these two does not end in their backgrounds: their birthdays are on the same day, although four years apart, they both have three children, and they live in the same area and have a half an hour commute to work.

The shop employs two office staff, one parts/detailer, four beaters, one assembler and three painters, turning over 15 to 20 cars per week, mainly fairly heavily hit vehicles. The business is establishing a reputation for repairing exotic vehicles, as evidenced by a steady flow of Porsches, Lamborghinis and Ferraris that move through the shop. Further work is supplied through the ANZ bank, Telstra, some work from companies in Melbourne and local residents. They trade independently of insurance company

connections and are not interested in joining insurance company networks as they are consistently booked for 4–6 weeks in advance due to their large customer base.

Romsey Collision Centre uses the IBodyshop Management System, Axalta paint system, two Master Booth ovens, two prep bays, two Car-O-Liner measuring systems, one automatic Car-O-Liner spot welder and all the necessary Car-O-Liner equipment required for a successful modern repair operation. They also have 20 loan cars available, which is obviously a great service to residents living in the Macedon Ranges region who need to travel for work or domestic duties.

Their Macedon Ranges Towing Company has a steady flow of accident-damaged vehicles being picked up by its tow trucks and this obviously provides the repair shop with a constant flow of valuable smash repair work. (It's surprising the damage caused to a motor vehicle

