

# FIRST CLASS BUSINESS

## Aventura: Your car deserves the 'Finest Hand Car Wash'

Everyone speaks about the "good old days." You know, when businesses actually took time to care about their clients.

Guillermo and Maria Freile have been in business in South Florida for the past 10 years. Gas stations, car repair and car washes have occupied their lives. Because they were brought up to respect cars and the people who drive them, the Freiles have always wanted to bring back that friendly service.

After running successful businesses in North Miami throughout the past 10 years, the Freiles took over a business they had their eye on for a long time.

Having an opportunity to run a family operation, the Freiles opened *Aventura's Finest Hand Car Wash*. It's a business that features the styles of the 1990's, but brings back the family-owned service of the 50s and 60s.

"Coming from Ecuador and having strong family business values, my wife and I couldn't wait to open a business like this," Guillermo Freile explained. "We have kept a number of customers from our other businesses, but have also met some new clients who have joined our extended family."

Family is a big thing for the Freiles. It's not unusual for one

of their many customers to drop by their 2890 N.E. 187th Street location while in the area at Hi Lift Marina or heading off to nearby Loehmann's Plaza to just say hello.

While having a background in the automotive repair business isn't a must, it certainly happens to help when sitting down with a new client.

All the workers are professionals in the business with enough years of experience in detailing cars, doing hand wax, interior shampoos and etc. When you see how they work, you'll be impressed with the pride and thoroughness they display.

Having a car washed by hand has so many positives. For just \$12, you get a detailed hand car washing, complete vacuum, an extensive interior cleaning, which includes the dash. The price also includes a silicone wheel treatment, which keeps the rubber soft and prevents cracking.

"Sure, we are in business to make a living," said Freile. "But if we didn't explain the many benefits of hand washing, I think we would be cheating our customers. We would never do that. Not if we expected to keep them coming back."

When a customer comes in to get their car hand washed,



Have you ever looked at a car so beautiful, so clean? After getting a complete hand washing, the staff gets to work in the interior and your tires.

the only people they will ever deal with is Guillermo or his wife, Maria. That, he insists, is the only way to do business. That kind of service has made the Freiles successful. They also take the time to explain everything they will be doing

to your car.

"We use the latest products that help maintain and beautify your car," Freile said. "The great thing about having a business that you can be so personal with the customers is that they know that their car is in

great hands."

"We even have customers who drop their cars off before going to the movies or having something to eat across the street at Loehmann's Plaza," he added.

If you have been tired of



When you drive in for a car wash, you can bet that you will get only the finest treatment from a staff with years of experience.



Someone speak about tires? Silicone shines prevents your tires from cracking.

bringing your fine automobile to a place where there's a problem with trust — or to a place that you aren't exactly sure what's being done to your "pride and joy," you need to check with Guillermo and Maria. They are both confident that it will be the last place you will ever look.

They are open Monday through Saturday from 7:30

a.m. 5 p.m. On Sunday, you can catch them between 8 a.m. to 3 p.m. You can also get Senior Citizens Discount and Ladies' Specials throughout the week. For more information, give them a call at 305-936-9929.

Who said you can't get personal service with a touch of class!