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carFolks.com

# Press Release

Cleveland Suburban Dealer Opens Customer Comments and Opinions online for the world to talk and see real time reviews.

Local dealership, proud of long commitment to customer relationships dedicates efforts to continually build reputation one customer at a time

CLEVELAND, OH, September 29, 2008 -- While reviewing marketing plans to help business grow, General Manager of Serpentine Chevrolet of Strongsville, Jeanine Hein noticed one strong common element of her recent customers. The majority of people purchasing from the dealership were walking in the showroom asking for a salesperson by name. Upon detailed conversations with these customers, Mrs. Hein found that the customers were referred by former customers that had an extremely positive experience with the staff at the dealership recently. Knowing that the Internet offered opportunity for customers to talk, Jeanine turned to the newly formed [carFolks.com](http://carFolks.com) to empower her customers to talk openly about their experiences, so she and the entire community could see exactly what her customers are saying.

"I have spent my career in the auto business working to build a team of professional Customer Care Professionals to help customers learn about the car buying process and the great Chevrolet products we offer." Stated Hein; "This team of customer minded professionals has developed long-term relationships with their customers. By taking the time to help customers understand the products available and providing information and time they need to make the best decisions for their new car, the dealership builds trust and life-long customers. It turns out that the majority of people respect this type of treatment and loves to talk about their opinions of my dealership and the professionals they work with." Jeanine Continues; "[CarFolks.com](http://CarFolks.com), provides a perfect outlet for customers to tell Dealers exactly what they think while allowing everyone on the Internet to see the same information in an open and

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unbiased format."

CarFolks.com, a Cleveland based social network that empowers customers to post opinions, reviews and thoughts about dealerships and individual staff at those auto retailers has begun to roll-out the services designed to help customers find car dealerships that have proven their ability to take care of customers and provide value and caring support by relying on real customer testimonials of their recent purchases. The company does not allow dealerships to edit or remove comments made by customers, regardless of the positive or negative nature of those comments. "Buying a car can be a negative experience if you work with someone that is not focused on the needs and financial concerns of the customer." reports company President Mark Boyd; "As a career car-guy, I know that the majority of today's dealerships focus on customer satisfaction, and want customers to leave the dealership feeling like they made a great decision. Now, carFolks.com gives customers the ability to find a local dealership, and individual salespeople at that dealership that they can feel comfortable working with, and avoid the potential pit-falls of walking into a situation blind." The result for most customers is that they know ahead of time what to expect from their selected salesperson and walk into the situation feeling in-control and with a sense of empowerment that they will be taken care of like others have reported carFolks.

Serpentini Chevrolet of Strongsville has become one of the most successful Chevrolet dealerships in the Country based largely on their focus on customer satisfaction and their desire to make every customer feel at home while buying their car, and for years after. Putting their customers in control of the online experience and reputation demonstrates the dealerships faith in their abilities to treat customers right and to quickly address any issues before they become problems for customers.

### About carFolks.com

carFolks.com is a privately held marketing company based in Cleveland, Ohio. The company has developed custom systems to help consumers to share their real-world experience with local car dealerships and their staff in a community forum to help others to quickly and easily find the salesperson that is best suited to help them purchase their next car or truck. The carFolks.com systems have recently launched to the public, and is rapidly growing by offering a suite of tools to help retail automotive dealerships to better manage their staff and maintain a long-term focus on

customer relationships. As a business, carFolks.com is establishing relationships with the dealers that have this customer focus and the willingness to have customers talk openly about their experience for everyone to see. The company plans growth throughout North America and will be adding as many as 150 new employees over the next 16 months.

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