



West Broad Collision Center

Location: Richmond, Va.

Established: 1979

Square Footage: 18,000

Owner: Larry Page

Repair Volume/No. of Cars Per Month: 200

Average Repair Cost: \$1,750

DRPs: State Farm

No. of Employees: 27 – 8 body techs and helpers; 5 painters; 1 fast-lane tech; 1 cleanup; 1 washer; 1 manager; 1 assistant manager; 1 shop foreman; 8 administrative