

Colors On Parade Hosts 2014 Conference In Fort Lauderdale, Florida

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CONWAY, S.C., March 7, 2014 Conway, S.C.-based Colors on Parade hosted its annual conference Feb. 19 - 23 in Fort Lauderdale, Fla. The convention was an opportunity for more than 250 Colors on Parade franchisees from across the country to network, as well as learn about new products, updated processes and additional business strategies to grow their individual businesses.

Educational sessions featured at this year's conference included: waterborne hands-on training, tech demo sessions (paint; paint and dent repair; wheel repair; new products; respiratory fit testing), overview of new services (paint protection film, wheel repair, touch-up) and safety and regulatory training. Attendees also learned about advertisement renewals, development requirements, how to support multi-unit franchises and receive growth assistance and social media and public relations training.

"This conference was a great opportunity for all our franchisees to get together in a fun environment and learn about the advancements in our industry – all to help them grow their businesses," said Jeff Cox, president of Colors on Parade. "Members attended workshops that taught them new techniques exclusive to our company and heard first-hand about the work other franchises have accomplished."

About Colors on Parade

Colors on Parade was founded in 1988 by Robert Lowery to service the automotive industry with body shop quality repairs from a mobile unit. The company originated in Conway, S.C., and has since expanded, with franchises in 31 states. Colors on Parade uses patented eco-friendly technologies to provide mobile onsite auto repair services at any location including a client's home or work. The services include the repair of paint scratches, scrapes, dents and dings, as well as offer paintless dent repair. Its customer base includes car dealerships, fleet owners, rental car agencies, body shops and individual vehicle owners.

For more information about Colors on Parade, visit www.colorsonparade.com.

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