

**Top of the Line Auto Detail**  
**SBDC Success Story**  
**December 2010**

- Owner's first and last names: Zach McKillip
- Business address: 535 West Alto, Kokomo, IN 46901-5245
- Website address: [www.topofthelineautodetail.net](http://www.topofthelineautodetail.net)
- County: Howard
- Date business established; December 2008
- Type of business: Car wash / detail service
- Number of employees: 7
- First Visit to HHSBDC: April 30, 2010
- HHSBDC Counselor: Monty Henderson

Top of the Line is a complete auto detailing business established in December 2008 by Zach McKillip in Kokomo. Services offered to their clients include hand washing, waxing, and buffing auto exteriors, engine cleaning, and shampooing the interiors, all of which comprise the "detail" service. Simply put, Top of the Line makes cars as clean as new. While many individual clients appreciate the sparkle of their squeaky clean cars, thirteen auto dealerships also patronize Top of the Line, which illustrates the quality of the business' work. Car dealers know that clean cars add premium value to their sales, so they contract with McKillip's business to do this quality work for them. These contracts have helped the business to grow.

In 2010, Zach looked to expand. "An expansion was essential to better serve our customers," he said. "During our busy season, we were turning away cars, which was frustrating for both parties." The city of Kokomo's downtown is experiencing a growth surge as a result of solid planning and attraction efforts. Zach wanted to participate in this trend. He contacted the Hoosier Heartland Small Business Development Center and met with business advisor Monty Henderson in the Kokomo office. Monty assisted Zach with his business plan and helped him to develop four years of cash flow projections, which helped Zach to make decisions about his expansion and enabled him to move forward in obtaining loans from the city and the county to open up his new downtown Kokomo location in October 2010.

*Zach... "I was impressed how Monty was able to sort out all the funding options available and how he put them into layman's terms so that I could understand who to go to and how to prepare to obtain the funding that I needed to grow my business."*

Links:

<http://allkokomo.com/decembermagazineweb.pdf>

# Local Business Expands to Downtown Kokomo



Top of the Line is a complete auto detailing business that started in December of 2008 on West Alto Road in Kokomo. This local business completely details cars from start to finish, including: carpet cleaning; shampooing; washing; waxing; detailing; buffing out scratches and engine cleaning. Their trusted cleaning and detailing services are used for roughly thirteen car dealerships around Kokomo, including: Erik's Chevrolet, Kokomo Auto World, McGonigal and Button Motors. The name Top of the Line comes from giving their customers top of the line service at bottom of the line prices, which is why they work on at least 50-60 cars per week.

Striving to be different from the stereotypical car detailing business, Top of the Line takes pride in their clean facility that offers top-notch service from high-class people. This allows customers to have a sense of ease and comfort when they leave their vehicle there for detailing.

Due to high customer demand, Top of the Line felt it was necessary to expand their facilities to downtown Kokomo. Over the last few years, their sales have increased over 30%, so an expansion was essential to better serve their customers. During their busy season, they had to turn away several cars, which was frustrating for both parties. The expansion allows them to work on more cars, so that won't happen again. Choosing the downtown setting on South Union Street was an easy decision for Top of the Line owner, Zach McKillip. He believes that the beautification and expansion of downtown Kokomo will help draw in business to his new location. Top of the Line opened its second business on October 4, 2010 and has already seen a respectable amount of sales. This location offers something very different from any other car place, an old-fashioned car wash for only \$15. This appeals to many people because it doesn't use any machines, just people hand washing and towel drying cars to ensure cleanliness and complete satisfaction. The hours of operation for the new location are Tuesday through Friday from 8-5:30. The hours of operation for the original location on West Alto Road are Monday through Friday from 8-5:30 and Saturday from 10-3.



Top of the Line Auto Detail	
Handwash & Towel Dry	\$19.95
add Vacuum & Windows	15.00
add Odor Spray	6.00
Ladies Day - Tuesday Handwash & Towel Dry	16.95
Senior Discount 65 or older	15.95
Handwash & Wax	Starting at 59.95
Full Detail Service	Starting at 104.95
<i>All services under 125 are cash or check only</i>	
Ask about our Motorcycle and Boat Details Call 765-455-2150	
Also visit us at our Alto Road Location at CJ's Carwash for all of our Full Detail Service	