

[www.cellphonerepair.com](http://www.cellphonerepair.com) / Headquarters: Independence, Ohio / Employees: 275 / Specialty: Repair / Josh Sevick, president: "Fast, affordable repair fills a need."



CPR began franchising its concept in 2004 and today has about 275 locations in seven countries.

## Go-To Experts

CPR saves smartphone users time and money with repairs. BY ALAN DORICH

**For as long as there have been** mobile electronic devices, people have been finding new and creative ways to break them. Whether you've dropped your smartphone and shattered the screen or spilled water on your laptop or tablet, most of us have felt the frustration of a damaged device at one time or another.

Historically, consumers have had only limited and inconvenient options for dealing with a broken smartphone. If the damage was minor – like a small crack in the screen – the user might try to ignore it and continue using the phone. If the problem was too serious or distracting to ignore, the

user had to either buy a new phone or, if the phone was covered by an insurance policy, begin the arduous process of filing a claim with the insurance provider.

After two to three days, "They would mail you a refurbished phone," Jeff Gasner says. "The user also had to send back the old phone to the insurance company, which resulted in losing all the data that had been stored on it."

Enter CPR Cell Phone Repair, the global leader in mobile device repair and the company that consumers trust to keep the \$200 billion wireless industry running smoothly. With the

help of CPR, customers can keep their treasured devices – and their data – by getting them repaired by one of CPR's expert technicians.

It also saves the user time. "We do most repairs under an hour," says Gasner, who is CPR's chief development officer. "To some extent, smartphone manufacturers are a victim of their own success; they've created products that are so powerful and so integral to their customers' lives that any time without a fully functional phone is an unacceptable disruption to daily life.

"Who wants to be without access to their phone for a few hours, let alone a few days? Fast, affordable smartphone repair fills an immediate need."

The company, which has its headquarters in Independence, Ohio, also offers repair services for multiple other electronic devices, including computers, game consoles, tablets and mp3 players.

CPR was founded in Orlando in 1996 and began franchising its concept in 2004. "I was one of the first franchisees into the system," Gasner recalls, adding that he opened a location in downtown Chicago. "Today, we have approximately 275 locations [in] seven countries."

The company has experienced average annual growth of approximately 25 percent over the past five years. By any measure, CPR is the leader in its niche.

### PROBLEM SOLVERS

Gasner credits CPR's success to its business model, which not only saves its clients time, but also meets their needs at a low cost. "We're going to be able to repair your phone, most of the time, for less than 25 percent of the [cost of replacing it]," he says.

In fact, CPR's model has worked so well that insurance companies have approached the company. "[They] are

looking to outsource their reverse logistics model of replacing phones and using CPR to do repairs in the field,” Gasner says.

CPR President Josh Sevick also praises his company’s model. “It’s not difficult to be successful when your business is solely focused on solving major problems for customers in a convenient setting and at a price that makes sense,” he says.

### EXPANDING CPR’S OFFERING

Like any business, CPR evolves to meet new challenges. “But we tend to think of them as opportunities,” Sevick says. “We want to continue expanding our customer offering so that we participate in the consumer technology experience at numerous junctures.”

Part of that plan includes turning CPR into the largest seller of certified refurbished devices in North America. “This will allow us to be further upstream in our customers’ device lifecycle,” he says.

“We also want to continue to expand our services into the K-12 education and commercial markets,” he says. “CPR already does an amazing job of servicing consumers so we now want to further leverage our local stores in the community.”

### OPENING UP

CPR stores are typically located in retail shopping centers, and CPR provides a complete start-up program that includes site selection assistance and aid during the build-out. “We provide franchisees with a 3-D rendering of what the complete build-out will look like afterwards,” Gasner says.

The company provides extensive training; its training system is ISO 9001:2008 certified. “We’re the only company in this space that has that

certification,” Gasner says, noting that CPR performs internal audits that ensure employees “are well educated on the devices that we’re training on.”

The company also ensures that franchisees get good deals on everything, from advertising to inventory, Sevick says. “To be successful in franchising, you have to develop a model where franchisees reap value from your offering, and we feel that this is very true with CPR,” he says.

### VISION OF GROWTH

Sevick sees a strong future for CPR. “There is no doubt in my mind that we will be increasingly reliant on technology in the future,” he says. “Certainly, we see wearables, drone technology and home automation technology continuing to evolve in the near future, but our strategy has never been to place wagers on where the technology market is going.

“We are much more focused on executing our vision of building a profes-

sional and locally distributed technical repair platform servicing relevant technologies,” Sevick says. “We believe technology is going to continue to change rapidly in the future, and we are positioning our CPR locations to be the go-to technology experts, regardless of what comes next.”

The company will continue to grow its footprint, Gasner adds. “Right now, we are in 33 of the 50 states,” he says. “We’re going to be concentrating and focusing very heavily on the 17 states we’re not in.”

CPR also has its sights set on Mexico and elsewhere in Latin America. “We partnered with a company that has over 200 stores throughout Mexico,” he says. “They’re rolling out a store-in-store concept in their locations over the next three to five years.”

The company has partnered with Grupo Distelsa in Guatemala, which also will roll out a store-in-store concept. “They opened seven locations within their first three months as franchisees,” Gasner says. 🌐



*CPR says it is the only company in its space with a training system that is ISO 9001:2008 certified.*