

A little name change can be good for a business

Written by Austin Benson

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Nearly a decade ago Randy Sabin started a repair business called “Just the Little Things” to take care of all types of accidents that can happen to vehicles.

It was a simple, small mobile business with a single truck trailer. The shop also did hail repairs.

His son, Sean Sabin, joined the business about three years ago and said customer demand means the business isn’t so little anymore.

A couple of weeks ago, the family renamed the business Sabin’s Body Shop, which is a full service body shop at 705 20th Street.

Sean said that the previous name was causing them to miss customers who were needing larger collision repairs.

“It was time. I’ve definitely noticed an increase in business from us adding equipment,” Sean said. “If you didn’t know us personally, then you didn’t know what we were capable of. The name was holding us back.”

In addition to a name change, Sabin’s Body Shop added a Rhino Linings service in their shop that’s connected to Sabin’s Super Shine car wash at 513 Lake Ave.

The recent growth in customers forced the Sabin family to employ more workers as well.

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Sean said over the last year the staff has grown to four full-time workers and a part-time employee.

As business continues to expand for Sean and his father, he said the company plans to serve its long-time customers as it always has.

Sabin's Body Shop is open Monday through Saturday, 8 a.m. to 8 p.m.

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