

## Tune Tech Downtown Introduction Episode ASI007 Transcript

Dave: This is Dave Eastman. I'm here on the Auto Shop Connection podcast today to present Tune Tech Downtown. Tune Tech is an auto repair shop. It's been really a staple in Boise for over for almost any way for decades. And I'm here today with Pat Marron Jr. to tell us about the company and the services that they provide for all the folks that live down in the downtown area and, and a lot of those business people that come into Boise and work downtown and take their car and truck to tune tech to get it repaired or maintained. So Pat, thanks for joining me. I'm so glad you're here. Appreciate you taking time to share about your family business.

Pat: Well, thank you Dave. I'm happy to be here this morning with you and talk about the company that we have going on down here at Downtown Tune Tech. You know, it started, uh, with my dad, Pat Marron Sr, he opened up this location 1981. And a lot of times in life you're hearing parents, and how proud they are of their children. And in this case, you know what I want to say how proud I am. My dad, he's, he did a lot to start this place up. You know him and my mom, they came over all the way from Ireland and you know, my dad branched out and started his own company and you know, I've got an older brother, Sean and I also have five sisters and it's a family company. We've all, uh, we've all been a part of this business, you know, from my brother started out to the five girls between me and my brother.

Pat: Every one of us has been down here at the shop and we've come down here on weekends. Just as simple as, uh, my dad asking if anybody wants to come down to work and after we clean up the shop or do whatever we do as a family, my dad would take us all out. And you know, that's just part of part of who my dad is. And part of, you know, who my family is. We're big, we're big family and we like working together and doing things together and help one another out. So it's been a real good adventure that we've all been on. And then my dad opened, decided to open up a second location in Ontario, Oregon, couple of years after he got this one going. Um, so like I said, it's just been a, a great adventure together and to do it as a family really has been fulfilling.

Dave: Yeah, that's really great. You know, it's a great story. Uh, having the whole family involved and, and like you said, your dad coming over from Ireland and coming to the U S and, and starting this business from scratch cause he really did, he started it from scratch and, and he's been running it with you and the family ever since. So that's, that's really great.

Pat: Yeah, no, he's definitely done a great job. And you know, he's, we've pretty much, he's taken on, you know, it used to just be, you know, Ford's and Chevy's when it he started out. And from there he's grown it to, you know, we work on all imports and domestics, whether it's van pickup, truck, SUV is just helping people stay on the road and we are an emissions test station. So everybody that lives in ADA County area, they are required to do an emission test, you know, every other year on their vehicles. And we're here to help them out with that. And you know, we have my

dad's gone through and we've hired certified technicians and that have gone through numerous hours of training to stay on the cutting edge of being able to keep up with technology. As we all know, technology, you know, it's grown in our lives daily and, and cars. It's doing the same thing.

Dave: Yeah. The electronics on these things now is just amazing how much, uh, how many computers are talking to each other and, and uh, it'd be really a, a big job to be able to, like, you guys do keep up on all that electronics and being able to diagnose, uh, those important domestic vehicles. Everything comes in the door pretty much, right?

Pat: Yeah, that's correct, Dave. I mean, we do everything from providing diagnostics on check engine lights and you know, antilock brake systems and all the way to heavy line as far as replacing an engine or transmission clutches. Um, I mean, you name it, we're here for the people to help them and keep their cars on the road. And we're, we're certified shop with AC Delco and NAPA Auto Care. You know, we're accredited by the Better Business Bureau and we're a AAA approved auto repair shop.

Dave: Yeah, that's great. So you've really, you've got the bases covered there. You've really, uh, put the company up and said, here we are. Here's the job we do because to qualify for those things, there's, there's some pretty heavy requirements that, uh, you have to meet in order to, to be a AAA certified shop and that type of thing. Right.

Pat: Most definitely. And I mean, not only being a family owned company, I mean the people that work here, you know, they're pretty much like family to us. I mean, we've got one of our employees Ben, that's been here since 1981, and that's where my dad opened the store up.

Dave: No kidding. He was there from the beginning then. I didn't realize that. That's great.

Pat: Yeah, he's been, he's been here from the start and both of our managers, they both have, you know, over 10 years with the company and just, you know, a couple of the other guys out in the shop, uh, you know, they've been here a decade or better. So it's pretty much people that are with us, you know, they're in it for the long haul.

Dave: Yeah. So not only is it a family business, but also really you've got employees that are like family also because they've been there so long.

Pat: Yeah, definitely. Most definitely. You know, I'm, we're here, we're here six days a week, Monday through Saturday and you know, we provide telling and if you need a ride back home or whatever, dropping your car off, we'll get you back home and we'll work with you. And it can tend to do the maintenance on your vehicle that's needed. And you know, we accept all forms of payment. We also, we have financing here if that becomes an issue.

Dave: Well good. So yeah. And from the maintenance side, you throw out some reminders, don't you?

Pat: Yeah. One, once we get you in our system and you know, you're, you're, you become like family to us too. Or you're like, I said, well, we'll send you out reminders that, you know what, you're due for an oil change or this is what you have coming up on her vehicle. I mean, we're here for you to try and help you maintain your vehicles so you can get you and your family around safely.

Dave: Yeah. That's great Pat. Yeah. What a great story. You know, a longterm business owned by one gentleman and his family that, uh, have really done a great job. I know you've got a lot of reviews and you've got a lot of customers that feel like they're coming to family when they come to you guys to get, uh, your, their cars repaired. I mean, I've been down there and see you and your dad, uh, talk with clients and, and they just come in and bring the car in and they look just visit with you and talk about life and, and their vehicle and, and really does appear to be a all around family business.

Pat: Well, I appreciate Dave, that's a, I appreciate you saying that. That's, that's what it's all about, I think is people taking care of people.

Dave: Yeah. You bet. All right. Anything else Pat you can think of to share with us?

Pat: Not at the moment. I mean, everybody's welcome to stop by down here at Tune Tech and, or feel more than welcome to call us. Even if you just got a question. Like I said, we're here to help and that's what we're wanting to do, Dave.

Dave: Yeah. And you're located down there on State Street 1202 West state. And, and uh, you're really close to the kind of central in that downtown area, you know, so a lot of folks can get to your real easily there on state street.

Dave: And what am I might mention too, that we've got the podcasts that we're doing. You and I are co-hosting the podcast to help, uh, clients and customers with their vehicle. So we're, we're putting out some, some information there that we hope will be helpful. Recommendations on various, uh, systems on your cars and maintenance and, and some of the why's. And, and why not? It's when it gets down to doing some of that repair work. So we're really trying to contribute there by providing that for, for our listeners on the podcast and for your, your customers, they're at tune tech.

Pat: That's correct.

Dave: Yeah. So anyway, Pat, well, anything else then we can wrap it up. Uh, it just a good short introduction to your company and that's what we wanted to accomplish today.

Pat: Well, thanks Dave. I appreciate you taking the time with me this morning.

