



The Golden Rule Applies at Devon Hill BMW

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Where customers are treated like one of the family.

By Brenda Lange

When someone buys six cars from a dealership in ten years, it's a safe bet that customer is happy with that company. Marty Grossman's decade-long relationship with Devon Hill BMW has been nothing short of "superb."

"It's more than just a sale at Devon Hill," Grossman explains. "You know you're a very valued customer. Their attention to detail and personal attention permeates all their employees...you know their smiles are genuine."

Building not only brand loyalty but a sense of community and even family, is the tradition at Devon Hill. Owned and operated by Cortie Wetherill since the mid 1990s, it is a true family operation, with his wife and daughter both joining him in the showroom just about every day.

"We do offer a different type of environment here," says Nick DeFelice, the new car sales manager. "You never need to worry you're going to be pressured to buy something you don't necessarily need. We don't apply pressure here."

The need to pressure customers is practically nonexistent when dealing with the caliber of vehicles produced by BMW. Known for engineering excellence, performance and luxury, the German manufacturing company was founded in 1916 and built aircraft engines before WWI, later moving into motorcycles and cars. Even in a down economy, BMW America reports rising sales.

Treating Others Right

"We're known for building long-term relationships with customers through our quality service," says Wetherill. "We follow the Golden Rule here; treating our

customers like we want to be treated. And I know many of our customers personally.”

Devon Hill not only offers the full line of BMW vehicles, it is also the region’s largest wholesale parts dealer. It offers leasing, financing and monthly specials. A regular newsletter offers valuable information from the best way to remove salt from your car in winter to the importance of correct tire pressure to all the latest news about upcoming offerings from BMW.

“BMW is a quality product, with the highest engineering possible,” says Wetherill, a self-professed car buff. “We have respect for the product and our customers. They smile when they drive their BMWs to work, and we treat our customers—who are buying these high quality products—as we would want to be treated ourselves. We try to achieve that every single day.”

Visiting Devon Hill’s website is a virtual stroll through the showroom, where you can scroll over each model (around 50 are posted there) and images with corresponding details show up, giving you time to window shop before setting foot in the actual building on Lancaster Avenue in Devon.

And when potential customers do enter the physical site, they’re greeted by shining new showrooms, a BMW boutique and service bays that are well-organized and clean as a whistle—in addition to those beaming employees.

“I believe in brand loyalty, and I’ve been very happy with BMW as a brand,” adds Grossman. “But I believe even more in the integrity in service that I’ve found at Devon Hill, and I have nothing but the highest praise for them. I like going to local places where they know your name in this age of chain stores, and where you get old-fashioned service with state-of-the-art product.”

Devon Hill BMW is located at 20 Lancaster Avenue in Devon, PA. Visit www.devonhillbmw.com or call (877) 337-1105 for more information. Brenda Lange is a professional writer and editor in Bucks County (www.brendalange.com).