

Cockrell's Body Shop

Cockrell's Body Shop, 1025 Stanton Road, has been at its Daphne location for 30 years with a goal to provide top quality repair at a competitive price with superior service.

Owner Tim Cockrell stands by that mission statement for the collision repair shop, founded by W. F. "Dick" Cockrell in 1941 in Mobile. Cockrell's handles repairs from fender-benders to major damage. They are a customer-friendly shop with 18 employees, many long-term who are treated as working partners.

"We're definitely growing by leaps and bounds because of the growth of the area. Our biggest success is the reputation we've built along with the quality of our service. We have a lot of relationships in the community," Tim Cockrell said.

"One of the biggest changes in this business is technology and the cost of doing business. There's going to be a lot fewer shops because of the investment it takes to stay up on the technology of working on driving-assistant vehicles. We're committed to staying on top of that, and it's an \$85,000 to \$100,000 investment a year in equipment and training."

"The hardest part of business now is finding and keeping quality technicians. Being a quality technician, it's an artform. Fortunately, we've been able to do that. I've been told by many of my vendors that we have the best staff they've worked with. It makes you smile to hear that."

"We're a longtime member of the Chamber. We're always happy to support any of their events. We like to be a partner when we can. We're a 'giving-back-oriented' business. We really become connected with all the communities in the area."

