

## My BBB Accreditation Works for ME!

### Jack Kain Ford, Inc.

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### BBB Accredited since August 1986

From back in the days of Jack Kain selling DeSotos in Frankfort to the current operation offering a full line of Ford Motor Company vehicles, Jack Kain Ford is a family affair. "There are five Kains working in our Versailles

dealership," says general manager Bob Kain. "Another brother manages our London store. And we are proud to have supported ethical business practices through our BBB Accreditation for many years."



Kain says that the business definitely has longevity going for it, opening in 1953. "One reason for that is because we do our very best to take care of customers like we'd want to be treated ourselves," he says. "That has paid off in customer loyalty. We have sold to some families for as many as three generations." Kain says his father, Jack, saw great value in joining the BBB. "He says what better way to let people know that we are serious about doing business ethically?"

Kain believes that his family's commitment to ethics through BBB Accreditation helps set their dealership apart from others, whether it's in new car or pre-owned car sales. "Often when it comes to purchasing a vehicle, customers are not certain who they can trust. This is a good way we can let people know that we conduct business with utmost integrity," he says. "We recommend that customers use the BBB to research us and other dealers so they can make a good decision. When it comes down to it, it's going to be the dealer that is taking care of them. And while many dealers have changed ownership, ours has not. That gives us stability."

"We take advantage of the benefits of Accreditation," Kain says. Employees there have used the BBB to check out vendors before doing business with them, and they participate in the BBB Health Association Plan for group health coverage. The company also uses BBB advertising marks to stand out to customers.

Kain says his father, Jack, is a past chair of the National Automobile Dealers Association and is currently the Kentucky Automobile Dealers Association's NADA Director. Jack went to bat in Washington for Kentucky automobile dealers of all brands during hearings regarding the closure of some dealerships. "Dad is there when other dealers need his help."

Kain says that Jack Kain Ford will continue to support the BBB. "We think of BBB as a business partner," he says. "It really levels the playing field."