

Family and Commitment: Keys to Success for Auto Parts Business

by Donna Albrecht

Nacho's Affordable Bumpers is a family-owned business situated in Dallas, Texas. The owners, Ignacio "Nacho" Barrera and Leonardo Montero, have built their business and reputation by ensuring that their business can supply the specific bumpers required by their customers.

After working for a number of years as an employee in a local bumper store, Nacho decided to open his own business. In the six years since founding Nacho Bumper, now known as Nacho's Affordable Bumpers, it has become a major source of collision repair parts in the Dallas metropolitan area. Truly a family endeavor, Nacho works with his wife, Marisol Barrera, as well as his sister, Nallely Dominguez, plus a brother-in-law and several other employees.

While the business has grown steadily over the years, communication with his customers has improved along with sales, and Nacho credits PartsTrader with having had a positive impact. Nacho, whose native language is Spanish, and his wife have found that having quote requests submitted through PartsTrader has reduced errors. "Everything is in writing, and it's much easier to make sure that we provide the right part. We can see the details about the vehicle; there are few misunderstandings."



Nacho Barrera with his wife, Marisol Barrera, and the staff of Nacho's Affordable Bumpers

One of the things that Nacho feels sets Nacho's Affordable Bumpers apart is his commitment to 100% client satisfaction. "My customers rely on me and are loyal to me because I've proven our commitment," Dominguez stated. "If the customers are having trouble locating or identifying the bumpers they need, it is possible for them to remove the bumper from their vehicle and send it to us." Then Nacho's Affordable Bumpers sends the correct bumper to the clients.

Nacho's Affordable Bumpers is located at 1125 South Beckley Avenue in Dallas, TX

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