



Get Spiffy, Inc.  
4506 South Miami Boulevard, Suite 150  
Durham, North Carolina 27703

## Franchisee Spotlight: Bethany and Brian Hinson on Introducing Mobile Car Care to Cincinnati

Our group of Spiffy Franchise owners continues to grow, with our newest location opening in Cincinnati on July 8th, 2021. The duo in charge of bringing our brand of mobile car care to Ohio's Queen City is Bethany and Brian Hinson, a pair of Cincinnati natives passionate about the time that can be saved with convenience-oriented services like ours.

We spoke with Bethany and Brian about being born and raised in Cincinnati, what drew them to franchising, and their experience with Spiffy. This interview was conducted before the launch of Cincinnati on July 8th and has been edited for clarity.

### Where did the two of you grow up?

**Bethany:** I grew up in Liberty Township, Ohio, which is just a suburb of Cincinnati. I've been born and raised here.

**Brian:** I was just a touch west of that in Ross, Ohio; that's where I spent all my childhood all the way through high school. It's a little farm community, a nice small high school in town. Everybody kind of knew everybody and, along with that, all their business, but it was a good place to grow up.

### At what point did you two meet?

**Brian:** We met about seven and a half, eight years ago at church. My sister-in-law was definitely fixing me up. She was aggressive, like, "You should really meet this person."

### What were your backgrounds, career-wise, when you had met?

**Bethany:** My degree is in biology, so I'm heavily involved in anything science. My career began with PNG, more in the toxicology field, and then later shifted into the quality aspect of a pharmaceutical company in the area. When we met, I was in the middle of my transition from toxicology to quality assurance.

**Brian:** I've always been in a sub-sect of orthopedic care. I went to undergraduate for athletic training and sports medicine and found a niche working with doctors in their offices. So when we met, I was working at Beacon Orthopedics, a big orthopedic group here in Cincinnati, and have transitioned around a couple of times from there, but that's where I was. I'm still in orthopedic care at the moment.

### Have you always lived in Cincinnati?

**Brian:** Yes, except for two years. We moved down to Florida, Fort Lauderdale for a job opportunity. We were gone for right around two years and then came screaming back home to the good old Midwest where we knew everybody. Both of our families live here. Once we made the decision, it was like opening the floodgates; we were going.



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## What led you to consider owning your own franchise?

**Bethany:** We've always really wanted to own our own business. Brian came up with the idea when we're still living in Florida. He said, "Okay, this mobile oil change would be really cool because there are so many busy people like us in the world, and how neat would it be? I feel like this is a cool opportunity." We started looking into it and were like, "We don't really have the experience for oil change and car care in general."

When we kind of started searching a little bit more, we found Spiffy's website and sort of got pulled in. We started poking around the website a little more and saw they didn't offer services in Cincinnati. I wondered if there's an opportunity to franchise, and so we reached out over two years ago now and asked, "Are you looking to do any franchise opportunities? If so, we're very interested." At that point, Spiffy was not at the franchise level yet. There wasn't even a Franchising web page. But we circled back to it a couple of years later, and now here we are today.

## When you initially reached out, and Spiffy was not at that stage, did you look at any other franchise opportunities, or did that kind of put the interest to rest for a later date?

**Brian:** It kind of put the interest to rest because there was nothing else that we really could see that we could sink our teeth into, or that we really saw a local market need for that made as much sense to us as a mobile oil change company. I have some old files on my desktop where we're trying to get my brother and sister-in-law to do it with us. They were like, "What tools do you need to get into this? There's a lot of unanswered questions here." They made a good point, so we put it on the backburner. At the time, we were just moving home to Ohio, so the timing didn't work out on multiple levels. And then, like Bethany said, this past January, we're like, "We got to do this. If we don't do it now, we're never gonna do it."

The hardest thing was starting the process again. We got on Franchise Direct, just kind of surfing the web, and saw Spiffy. I couldn't believe that this next chance to consider franchising brought us back to them. We started poking around some more, then emailed Connor [Finnegan, VP Strategy] and Ethan [Peikes, Strategy Associate], and they told us that they were actively signing franchise agreements. It just kind of felt like the timing had to be right that we coincided again with Spiffy and the whole idea of franchising. We weren't even bought and sold on oil change this time; we just knew that we wanted to do something. It was a coincidence that Spiffy was franchising at this time, and we were able to circle back around.

## As you've gone through signing on as a Spiffy franchise, what were some aspects that stood out that you didn't know before?

**Bethany:** For me personally, being in a quality mindset, you immediately realize the difference between Spiffy and other people that have tried this business model. There's a quality to it. That, to me, is what stood out the most. The second piece from a biology perspective, and my science background, was the Green aspect. How cool is it that all these areas of focus really aligned with something that I'm heavily involved in and passionate about? Those two were the most important aspects to me.



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**Brian:** For me, I think a couple of things that stood out would be Scot's previous entrepreneurial background. I was not really aware of the full extent, so that was cool to know that he had already started other businesses and has been successful. That held a lot of weight, knowing that this guy's not somebody down the street that's doing something out of his garage, trying to sign franchises.

It's nice to know that when you're going to invest with a company, and be the feet on the ground here in the local market, that you've got somebody who knows the big picture, that's built this brand for seven years and everything that we're getting with the franchise. It was clear to us that the parent company was built with a lot of thought behind it. And Scot struck me as the kind of guy that doesn't really miss too much. He pays attention to the details and follows through with that.

The second thing for me would be just the overall professionalism. It's not like fly-by-night, dirty old van, tinted windows, driving from office park to office park, doing your typical oil change or car wash. It's uniformed and incorporated. That kind of professionalism was apparent throughout the pre-interviews and throughout the process.

**You've signed your agreement, are getting into the training, and planning to launch. What has your experience been like so far?**

**Bethany:** We're still really in it. As far as signing, that was easy. It was a no-pressure type thing. It was really like, "Do you believe in this business model? Do you want to be a part of it?" Not like, "Hey, you need to sign or else you're going to run out of time." I appreciated that because we didn't feel forced to make our decision. They just gave us all of the information to make the informed decision on our own. It's either for us, or it's not. Obviously, we felt it was for us, or we wouldn't have signed. But it's been a good process. Overall, I think I was actually surprised to see all the information that was provided. The visibility of how the market has shifted, even with COVID, was a neat aspect that the team did a great job covering during [Discovery Day](#).

**Brian:** The transparency overall was pretty phenomenal. It didn't feel like anything was being hidden or bypassed just because we were a franchisee. Instead, it felt like we were kind of being on-boarded to the company. Obviously, that's the company's intent, but that's how we felt as we signed on. The training was very thought out, a lot of detail went into it. Everything from planning our launch and the ramp-up from week zero to week ten to the general timeline and what to expect gave us a clear picture of what we're getting into. We haven't been overwhelmed by the timeline. Instead, we can slowly chip away at the iceberg as we start to get this business rolling.

**Right now, you're both still in the thick of the "getting ready to launch" phase, but as you look to the actual launch date, what stands out as something that excites you the most about starting this business?**

**Brian:** Probably the first time that we get a fleet customer who signs on with us or even just doing that first service. I think when we start, I'm just gonna have the biggest grin on my face when we drive those vans back up and have them parked at the warehouse. That, to me, will make this feel real, everything starting to get checked off and ready so we can rock and roll.



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**Bethany:** To kind of expand on that, just getting access to our warehouse space and setting that up is going to be huge. That's going to be like our Cincinnati headquarters where the magic happens, from the start of the day to get our technicians revved up and excited about the day and hopefully drive them to have a quality-focused part of the process is going to be fun. That's the most exciting part for me.

#### **What about the Cincinnati area stands out to you both as a great fit for a Spiffy franchise?**

**Brian:** It's really a suburb-driven town. They've been beefing up downtown the last few years. Still, you have got many different suburbs in pretty close proximity to one another, a lot of families and people in a professional setting. Plenty of young, go-getter families. We feel like we represent most of the market where both parents are working with busy schedules, young kids in sports or extracurriculars. That convenience factor and getting that time back in your day will be a huge thing for this type of business, and we can relate to how important it is.

**Bethany:** The other aspect is that the fleet opportunities in Cincinnati are fantastic. We have several fleets in this area, and one of the more prominent companies headquartered here is Cintas. They've got a huge fleet. There are others like UPS and UHaul, so we've got many opportunities that are just waiting to be tapped.

#### **Is there anything else that you would like to add?**

**Brian:** We're homegrown residents who came back to Cincinnati, wanting to build our own business and be a part of that different aspect of the region. Not just live and work here, but also have our own business, employ people in the area, and help offer some convenience to local residents. We're excited to see how the city responds to our launch later this year.

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Thank you so much to Bethany and Brian for chatting with us about bringing Spiffy to their hometown of Cincinnati. We're glad to have you as a part of our team and look forward to watching your business grow in the months and years to come!

If you're looking to learn more about starting your own Spiffy Franchise, [contact us](#) today.