

DCR Systems



DCR Systems is revolutionizing the auto collision repair industry. What started as an eight-person operation has grown into a 100+ employee, multi-state business that continues to grow.

Company CEO Michael Giarrizzo has developed a patent-pending, cutting-edge production system that streamlines the old-line body shop process to raise the bar on repair quality and customer delivery. “The old system of repairing a car involved one technician working on many vehicles,” Giarrizzo said. “DCR technicians are task-specific experts trained to use the latest repair technology when and where it’s required.

The process involves a series of interdependent steps that are tied together by validated, documented quality verification.” He offers this system to auto dealerships as an opportunity to outsource this service to improve their bottom line and improve the quality of their repairs.

Mr. Giarrizzo first came to the Ohio Small Business Development Center with his father and his accountant in 2004 when he was looking to launch his venture to establish his first repair facility in Mentor, Ohio. His lead counselor at the center was Catherine Haworth. He wanted someone to review his business plan and help him find the appropriate financing for his new business. Ms. Haworth reviewed his business plan and his financials and provided him with the feedback he wanted. “Having business coaches offering an objective view was invaluable,” said Mr. Giarrizzo. After reviewing his materials, Ms. Haworth recommended the SBA 504 loan as the perfect fit for his needs.

She and consultant William Elliot assisted him through the entire SBA 504 loan financing process. They worked with him to get all of the information needed to start the application. They assisted him in working with his bank and accountant, reviewed his loan application, worked with him on his SBA requirements for the loan and were there on the day he presented his business to the 504 loan committee for approval. “Some of the funding process was painful,” according to Giarrizzo. “But Cathy and Bill were extremely helpful every step of the way.”

Current SBDC Director Allen Weaver continues to work with Mr. Giarrizzo and tracks his building list of successes. He’s added other auto collision facilities similar to his first not only in Ohio but also in New York, North Carolina and South Carolina. His partnerships with auto dealers have allowed those dealers to outsource this important and historically costly service and still maintain the customer loyalty they need. His innovation is being applauded not only by auto dealers but also by auto manufacturers and insurance providers alike.

DCR Systems is on the brink of yet another expansion, adding three more facilities to their growing list of successful locations. They also are in the midst of working on a licensing agreement that will create the first real replicable model in collision repair. That agreement along with other negotiations in process has Michael Giarrizzo and his vision of transforming the auto collision repair industry on the verge of going global.

When asked what advice he has for other entrepreneurs, he said, “Know your math!” He advises looking at your sales numbers, operational costs and other financial items each and every day and know what they are. He also suggests entrepreneurs have a very clear vision. “Know what is in your mind and make sure it is conveyed to your team every single day,” according to Mr. Giarrizzo.