



[About Us](#)

[Contact](#)

[Archives](#)

[Home](#)

05/03/2006

Attention to Details

[Website](#)

Contact [Renny Doyle](#)

Telephone: 208.342.3799



Attention To Details Addresses Its Growth With Relocation of Its Corporate Offices

Boise, Id. – May 03, 2006 - Attention To Details announced today the expansion of its national efforts with relocation of its corporate offices. “For the past eight years we have been headquartered in Sun Valley Idaho”, said Renny Doyle Founder and General Manager of Attention To Details, a company that specializes in detailing, training and detail business building assistance to entrepreneurs entering or expanding within the industry.

“While Sun Valley is one of the most beautiful spots on earth, it became very evident that having our corporate offices within a

tucked away resort community and the growth we are experiencing were not a favorable mix. While our office in Sun Valley continues to expand, Sun Valley simply was not the answer for our needs when it comes to dealing with our national growth” Doyle Explained.

“Boise along with locations in Nevada and California were all possible sites,” explained Doyle. “Boise simply had too many great qualities to ignore. We have people from across the country attending training at our facility and bringing people into a safe and clean area is important to us”. Boise is a very progressive City, so much so that Money, Forbes and Inc magazines have all mentioned Boise as one of the top cities for business. “Boise works for the big boys of business and it’s working well for us and those that attend our training here”, Doyle adds.

Attention To Details focus on five categories within their business and their corporate expansion into Boise allows staff to deliver far greater service within all areas of their business.

Detailing Services

“When we were evaluating Boise as a possible home for our corporate office and training location we noted that there were few if any quality based detail operations. The Boise move meant that not only could we have our corporate offices but a full service detail operation right under the same roof. We feel its important to practice what we preach...not only do we teach, we run our own successful detail businesses and Boise allows us to detail the full line of vehicles we specialize in; autos, aircraft, bikes and RV’s” Doyle explains.

Detail Training

Our new location allows much easier access for those we train with less travel time and cost. “Our trainings include hotel and meals and with our new location the cost to train is reduced compared to our former Sun Valley location”, explains Renny. “We take our training to a real world level, introducing students to the situations they will face in the field or within their shops. When I train, its all hands-on and our new location allows for much higher quality training with great space and good examples of vehicles the student will most likely work on within their home markets”. Attention To Details no longer offers large group trainings, all trainings are either private or held within small group settings consisting of six students or less. Attention To Details also provides trainings for car washes, jet centers and other operators at their location.

Detailing Business Support & Consulting Services

“Our focus is changing from being solely a detailing company to a company that supports the efforts of detailers, we know detailers

because we are detailers”, Doyle said. Attention To Details relocation is allowing them to introduce new products and services to increase profits yet reduce cost for detail business owners and managers. “We are looking ahead to introduce support products that assist detailers within their efforts, to assist entrepreneurs at succeeding at much higher levels within their businesses. This move is allowing us to concentrate on these developments within our organization,” said Renny. “I have been detailing and have owned various types of businesses for well over half of my forty years on earth so I have learned valuable lessons that can be shared with others”, explains Doyle.

Car washes seem to be seeking Doyle and Team out more and more frequently these days. “Many car washes are seeking out true detailing skills and quickly realizing that profits from proper detailing can add to the bottom line”. We are working with several locations now teaching these locations not only the needed skills but the proper tooling for high performance detailing” Doyle explains.

Attention To Details also offers custom built detailing trailers and detailing vans and efforts within these lines will be increased. “We have two major announcements coming later this spring, we are joining forces with a national leader within the detailing trailer manufacturing arena and we will also be introducing a new product developed to save mobile detailers thousands within the launch of their mobile operations”, Renny highlighted.

Detailing Product Development, Evaluation Services and Brand Marketing

Attention To Details has assisted with the development, introduction and marketing of several national brands and several small boutique brands and recently joined efforts with long-time friend Shell Aviation, a division of Shell Oil. “Our national and international efforts with Shell go back nearly six years. We not only assisted Shell Aviation with product development, we are active within the marketing efforts of the Aeroshell brand Flight Jacket Cleaners and Polishes. Our latest efforts with Shell will be disclosed at a latter date but we are delighted to once again be teamed with such a great organization”, Doyle explained.

Attention To Details move to Boise allows much easier access to its clients and for client visits to its location for demonstrations and result meetings to discuss outcomes of testing and evaluation of products.

Detailing Product & Equipment Supplies

With the relocation of our corporate offices Attention To Details is currently looking to expand into the product and equipment

distribution sector of the business. "If we grow into supplying products and more equipment options we are dedicated to offering only what we ourselves utilize within our own detailing shops, said Doyle. A significant part of my job within the organization now is product testing for use within our own locations. During this process I am always developing better ways in which we can obtain superior results. If we pull the trigger on product supply it will be very specific products that correlate with each aspect of detailing", Doyle added.

"Attention To Details efforts and growth will be become more and more geared to servicing the needs of professional detailers nationwide all from our experiences within the trenches of the detailing industry". We have walked the walk for many years and do battle within the trenches of the detailing industry as grass root detailers that have simply been blessed, which differs us greatly for those that perform similar services such as training and product evaluations. Talking about detailing and actually detailing are two separate realities, we have succeeded at actually succeeding within detailing, not just talking about it", Doyle said and was quick to add, "don't forget...when it comes down to it I am still simply a detailer"!

For more information on Attention To Details and the services, training and consulting services Attention To Details offers, you may contact our offices via email at admin@detailingsuccess.com or via phone at (208) 342-3799. Visit our website at www.detailingsuccess.com