

## ***Corporate Champion Circle: Celebrating those who Support our Community***

*United Way of the Tri-Valley Area launched its Corporate Champion Circle in the summer of 2018. Circle members partner with United Way for one year, support their community, and receive unique marketing benefits. Corporate Champion Circle members contribute at one of three giving levels - Platinum (\$5,000), Gold (\$3,000), and Silver (\$1,500). To recognize Corporate Champion Circle members, and to get to know those who are passionate about United Way, we have started a series that profiles these dedicated businesses. Next in our series is Joseph 'Mac' MacConnell, Owner of Home Auto Group here in Farmington. Home Auto Group is comprised of Farmington Ford and Frankly Chrysler Jeep Ram.*

Mac was raised in New Jersey but grew up in a car dealership. After dedicating four years of his life to the US Navy he decided to get back into the car business. April 1<sup>st</sup>, 2019, Mac and his business partner, Ken Tomaro (MacKen, LLC) purchased both the Franklin Chrysler and the Farmington Ford dealerships and formed what is now known as the **Home Auto Group**. In his car dealership history, he has done it all, ranging from lot boy to General Manager several times over before now owning his own lots.

When asked to talk more about this his business, Mac shares, "We have 49 families here at the Home Auto Group and that's exactly what they are --- they aren't just employees -- we really are a family here. My primary focus in life is to be happy. My mission with our business is to treat everyone the way I'd like my family to be treated and to give everyone an honest and fair buying experience".

When asked about becoming a CCC member Mac states that "United Way does so much for the communities of Franklin County. In all honesty, we wanted to show our commitment to the community and our desire to help our neighbors. That's why we joined".

Mac shared that he feels some of the greatest challenges in Greater Franklin County are ensuring that customers stay local and don't want to leave to spend their money in a larger market. He feels that this cannot only help local businesses, but also supports our friends and neighbors. Whether they are looking to buy a vehicle or to go shopping for just themselves - people tend to leave the area for bigger and better things. Here at Home Auto Group, we feel we can compete with the out-of-town dealers, and we'd love for them to check us out first. We can find the car they're looking for and of course we have the **Home Advantage**, and no one else in the State offers something like this. It includes things like; free loaner vehicle, we can go pick up your car and drop off a loaner if you can't get to us, free life time Power Train, free nitro fill for your tires, free key protection (if you lose your key, which can be a \$400-\$500 cost sometimes), free PDR (paintless dent removal), free paint and fabric protection and so much more. And for anyone that buys a vehicle from Home Auto Group, they get 10% off all parts and labor for as long as they own the car. These are some really great customer-service focused offerings that we hope folks will hear about and realized that it's worth it to keep their business local.

Mac shares, "we love that we know our customers, and our local United Way representatives so well and that we can work with them to help the community. We've done lots of things here at the dealership, a Pajama Drive, collecting school supplies and we're excited to do more". Mac feels that his greatest opportunity is to earn the business of our local customers. To educate them that they should want to keep the money here in our County because Home Auto Group can be competitive, has a great offering in the Home Advantage, and it will help us to give back to local charities and local schools as well as continued support of our local United Way.