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◆ **Crash Brokers blazes new trails in NZ**

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Accident management is big business in the United States, but in New Zealand it's Newton Chapter member Karen Knight who is blazing new trails in the market with a service that manages vehicle related post crash problems - from arranging a tow truck, courtesy car and panel beater to following up on the work being done and assisting in the insurance claims process.

Making use of her extensive contacts after 20 years in the panelbeating business, Karen's company Crash Brokers? is based on a similar business model to mortgage brokers; the customer receives a superior solution at no cost to them and service providers incur a modest fee for the referral, which funds the service - makes its money from commissions on referrals to repair shops.



Karen told the *New Zealand Herald's* supplement, *The Business*, that the company has attracted 25,000 customers since setting up two years ago.

"Our industry expertise and established relationships ensure customers receive first-class service. A referral from Crash Brokers receives priority and instant response," says Karen, who established her first repair business ? The Body Shop ? in Otahuhu when she was just 22 years old.

After 20 years in the business Karen sold up and went to study a graduate diploma in business administration and an MBA. Her job as national fleet manager for Esanda Fleet Partners gave her the idea for Crash Brokers.

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