

JULY 2018

# zigzag

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Think voluminous sleeves and bold prints. This fashion trends gears towards more drama than usual everyday dresses.

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for this Summer  
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# CHANGING CAR CULTURE

Paulina Mendez highlights how two women are changing the face of car buying forever.

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## Make The Best Impression at a Job Interview

From what to wear to what to say!  
Put your best self forward with these 10 tips.





LEFT: MEGAN BROWN, RIGHT: WHITNEY KETNER

# CHANGING CAR CULTURE

AN ARTICLE ABOUT TWO WOMEN WHO SET OUT TO CHANGE THE CAR GAME  
BY PAULINA MENDEZ

Whitney Ketner and Megan Brown know all too well what it's like to shop for a used car as a woman. The two teamed up to start one of the only female-owned car dealerships in the United States.

"The pressure felt when visiting a car dealership alone as a woman can be intense," said Ketner. "We have heard stories from our clients that before they found us, they would feel they had to bring a male friend or family member with them while car shopping, just to help make the entire experience less intimidating." Brown added, "And that's exactly what we wanted to change."

The long-time friends were already both strong business women in their own rights, but it wasn't until a conversation while out at dinner in their town of Lake, Norman North Carolina where Ketner & Brown had hatched their idea.

"The idea to create CarMazone was completely by chance,

but once we said it out loud we both instantly wondered how nobody had thought about it before," said Ketner, "it was so obviously brilliant!"

While catching up, Brown casually mentioned to Ketner how a female friend of hers had recently enlisted her help while shopping for a used car.

"She said I did better research on cars, knew more about them and felt more at home in a car dealership than her brother did [who had been recently helping her]. I was flattered!" Brown said with a proud smile.

At that moment, a light bulb went off. Ketner had already been brainstorming ideas to invest in that year, but nothing gave her the instant burst of inspiration than when she heard Brown's comment. She then casually asked what Brown thought of the possibility of opening their own car dealership."

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LEFT: WHITNEY KETNER, RIGHT: MEGAN BROWN

“One of my favorite business quotes is from Steve Jobs, where he mentioned that the true key to business is finding what is missing, and setting out to be the difference.” Said Ketner. Brown was on board and instantly their brainchild was born.

To this day, the two women have changed car culture forever. Their dealership is the first women-owned in the industry to gross more than \$10 million in sales during their first year.

Today, CarMazone remains an ever-growing powerhouse in the used car business in Salisbury, North Carolina.

While they have successfully changed the male-dominated industry, their dealership has also developed a reputation for being as efficient in their car sales as they are compassionate to their customers.

Immediately after their dinner discussion, the savvy business women utilized their professional networks and started to cultivate a highly-skilled team. “We were looking for those who had experience in the car business, but who were also on-board to approach the industry in a different way.” Said Brown.



According to a May 2015 report on Cars.com, an incredible 96% of car dealerships were owned and/or operated by males.

Within just a few months, the women managed to round up a diverse team that ranged from service experts to salesmen. “They had to check all the boxes.” Said Ketner. “We were looking for those who were not only sharp about cars, but who enjoyed continuously learning about them and the industry, and as well; those whose personalities showed the characteristics we were looking for.”

“And of course, being genuinely concerned about the happiness and satisfaction of the customers was high on the list.” Brown adds, “After all, we were trying to make a difference in the used car industry.”

What started out as the seemingly impossible mission of ‘changing car culture’ turned out to be **exactly** what these two women did.

**By Paulina Mendez**

**CARMAZONE**  
Salisbury, NC  
carmazone.com