

# NEWSWHEEL

SUMMER 2004

## Mike's Corner—

### The Advocate

By Mike Solito

"To aid the cause, policy, or interests of, to argue in favor of, to support." This is the definition of the word *advocate*. It reminds me of the many advocates who have faith in my company, Auto Buyers' Consultants. These advocates support my company and help make us a little bigger each year. So I started to make a list of my supporting cast. These are original clients who have been with me since the founding of my company in 1993:

**Rick Taylor**, my friend and attorney, was my first advocate. He referred many clients from Kirkpatrick & Lockhart where I incorporated. He referred my first two clients, **Buzz Hutchison** and **George Cheever**, from his law firm. Last month, both these original clients bought cars through my service. It made me feel terrific that after 11 years, these clients still saw the advantage of using the company. With this great start at K&L, over 450 people there have used my carbuying service.

**Mitch Taback** owns Clima-Tech, located in Robinson Township, Pennsylvania, which is the premier mechanical contracting company serving the Greater Pittsburgh Area. I help Clima-Tech buy their company and personal vehicles.

**Tim McMahon** is the President of Triangle Tech. Tim really supports my company, and he has referred everyone in his school, including **Rudy Agres** and **Bob Bernini** who have in turn referred other clients to me. I went to the weddings of both of Tim's daughters; he has really made me feel like a part of the family.

**Dan McGrogan** is the head of the Beechwood Company. He has single handedly referred about 181 people in his company. The company is family owned, and I have worked with family members in 3 states.

**Bill Cabellero**, Principal Horn of the Pittsburgh Symphony, has referred at least 1/3 of the Pittsburgh symphony. He has been instrumental (what a pun) in helping us become the company that we wanted to be.

**Tony Caruso**, from Caruso's Hair Aesthetics, has bought family cars and has referred many of his customers to ABC, Inc. Tony is a good friend of mine. I think we had grandparents on the same boat at Ellis Island, when my grandfather migrated from Italy in the early 1900s. Tony also cuts my hair; you know he must be a great hair stylist to keep this mug looking good.

If you don't see your name on this list, do not despair. Our company has developed into a referral-based company: everyone is a referral or refers us clients. These are some of the original people I see and talk to on a monthly basis. I just want to thank them and all of you for helping to enrich my life with such great clients and friends. ☺



auto  
buyers'  
consultants  
inc.

P.O. Box 10313 Pittsburgh, Pennsylvania 15234  
(412) 571-2424 fax (412) 571-2425  
e-mail: Wheels115@comcast.net

WE ARE A PROFESSIONAL AUTOMOBILE consulting service designed to make car purchasing easy and hassle free. Auto Buyers' Consultants, Inc. provides clients with an auto-buying expert to assist in all aspects of the car buying process. We are a hands-on innovative company that has been in Pittsburgh for more than ten years.

#### Service Charges

Cars and Trucks under \$40,000: \$350.00  
Cars and Trucks over \$40,000: \$500.00.



## Financial Consulting

Until now, I never considered writing a letter like this. If you look in a mirror, you see a perfect copy of yourself. Well, I have found a person who resembles me to a "T." Not in looks, but in character, ethics, exuberance, and knowledge. Just when I thought that no one could serve you better than me, I find someone who can. The thing is, he is not in my business.

**Wayne Russo** owns a financial consulting business called Pittsburgh Financial Consultants. He's been in business for over 20 years and really knows what he is doing. While I can save you thousands of dollars on the purchase

or lease of an automobile, Wayne is adamant about finding ways to save his clients money. That's how we met. He has sent me a steady stream of clients who trust his instinct and are now my clients. He is diligent in finding an investment strategy that makes his clients comfortable while reaping the benefits of the investment arena. Wayne makes you feel at ease when you meet him and you'll find his personality is contagious. I should know, since now, I'm his client, too. You'll find Wayne's mission statement on the right. Please let me know if you're interested in having Wayne help you. I'll personally introduce him to you, and then you'll understand what I'm talking about.

## Newsletters and Other Writing

I'd also like to thank Jean Grace, who is editing and designing my newsletter for me. Jean is a freelance writer, editor, and writing coach who works with both commercial and nonprofit clients. She is an experienced writer and teacher of writing. If you are looking for someone to help you develop an idea that can achieve results for your company or organization, Jean is the writer for you. You can call Jean at (412) 441-1106 or e-mail her at [jgrace@pitt.edu](mailto:jgrace@pitt.edu). If you would like to see other examples of her work, visit her website at [www.jgraceconsulting.com](http://www.jgraceconsulting.com).



P.O. Box 10313 Pittsburgh, Pennsylvania 15234

**Wayne Russo, CFP, Pittsburgh Financial Consultants**  
1300 Fifth Ave., Pittsburgh, PA 15219 (412) 288-0178

### Mission Statement

Our mission is to bring financial order into the lives of our clients. Beginning with time honored methods of planning, we integrate them with creative ideas formulated in over 20 years of practice management.

We understand that everyone's ultimate goal is to provide for a financially smooth ride through life, finishing with a long carefree retirement. The path to retirement requires only three elements: Patience, Perseverance, and a Financial Consultant who understands and relates to the client. Only when this accord is reached will the journey become pleasant and fulfilling.

Once retirement presents itself, the real work begins. The new major goal is to ensure that clients will not outlive their assets. Achieving this automatically sets the stage for an inheritance to family and if appropriate, charitable benevolence.

Our goal is not just to build the premier financial consulting group in our eyes but more importantly, to become the premier firm in our client's eyes. Our success comes from client perception of how well we treat them and how close we come in helping them reach their objectives. We are passionate in this endeavor.