

# No longer just a man's job



By Jason Soifer, The Daily Courier



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PRESCOTT VALLEY - Most car owners know the scene.

New tires or engine trouble sends owners to a repair shop that is dark, dirty and dingy.

A pot of coffee that looks like it was brewed the previous week sits on a filthy counter as you worry the mechanic will make some repair up to boost his business.

Lori Borgen does not worry about that anymore.

Borgen takes her car in for repairs and sits in a cozy waiting room that looks like a living room.

A television sits in an open armoire with beverages and snacks just a few feet away.

Best of all, Borgen can relax on the couch, read a magazine and take periodic glances at the work the mechanic is doing on her car.

"The décor is warm and comforting for a female," she said. "It's got a very nice ambiance where you feel comfortable sitting in there."

That is exactly what Rose Beseler wants.

Beseler and her husband, Al, opened Ultimate Automotive Repair a couple of years ago in the heart of the town's industrial area.

Al oversees the repairs and Rose handles the office.

The end result is a business that flies in the face of the traditional male-owned repair shop and that is just fine with Rose.

Beseler continues to work hard to make her female customers feel comfortable and know that they are receiving reliable and honest service.

"For a woman, it's (getting a car serviced) not something we like to do," she said. "What we wanted was to provide the ultimate waiting room and the ultimate experience."

Beseler said her unique business gives her an advantage over male-owned shops.

"I think it's very forward thinking," she said. "This to me feels more personal and I think customers will appreciate that and look forward to it in the future."

Bobette Harvick, co-owner of Fire Sky Real Estate, Construction & Design in Prescott, grew up in the real estate field and she got into it full-time about a decade ago.

Harvick said her father was in real estate and developing and she now helps her clients find a lot and design their homes.

"I think that women have the ability to multi-task and see the vision a little bit more and be more positive," she said.

Harvick said she still encounters people who prefer to work with a man.

And Harvick said women have those thoughts most of the time. She believes some women feel that way because of perceived competition or feel turned off from another strong-willed woman.

"Most of the time we can overcome it," she said.

For more information, call Beseler at 775-7575 or Harvick at 445-9422.

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