

Secrets Limousine Service Celebrates First Anniversary as Philadelphia's Best Special Occasion Limousine Service

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In the fall of 2006, Frank Phifer came to the realization that the greater Philadelphia area was badly served by the existing limousine services, where the focus was on volume sales that resulted in poor customer service.

Phifer, a successful entrepreneur who has launched over 12 companies over the past 20 years, did his research and his homework, attending limousine industry trade shows in Las Vegas and other cities.

By early 2007, he launched Secrets Limousine Service, catering to customers seeking the highest level of service for their special occasion.

One year later, Secrets Limousine Service has helped countless customers in Philadelphia and the surrounding suburbs celebrate hundreds of weddings, proms, concerts, sporting events, "night out" parties, bar mitzvah and bat mitzvah, holiday parties, bachelor and bachelorette parties, theatre outings, and other special events.

"We are one of the fastest-growing companies in this industry right now," Phifer said in a recent interview. "We have a very high service level, and high attention to customer service, beginning with the receptionist, to our professionally-trained chauffeurs (not drivers), to our new and very clean limousines.

"I started this business because I saw a need in this area for a high-end limousine company," said Phifer. "There are other companies who have been in this area for many years, but no one has the service and attention to detail that we provide. We strive for perfection, and everything we do is based on what the customer needs. We have so many great testimonials about our service including our chauffeurs helping brides with their wedding gown. They even carry sewing kits and bobbie pins with them in case of a last-minute detail."

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According to Tom Zachary, the General Manager for Executive Coach Builders, "I've done business with many of Frank's competitors over the years, and they are complaining to me right now about how their business is faring in the current economy. But Secrets Limousine Service has taken off faster than any company I've ever worked with. Frank has found the right combination of hard work, customer service, limousines that are impeccably clean, and chauffeurs who are trained, and courteous to the customers. Above all, he treats his customers' right."

Phifer grew up in the Philadelphia suburbs, went to high school in the area, and has been a serial entrepreneur in the region since he was 21 years old. He's started many successful companies over the years with the most recent ones being a multi state Real Estate Title and Appraisal companies.

"I never had a limousine company before," Phifer noted. "I just liked the challenge of starting a new business. Business is business, so I went out to learn about the industry. I knew nothing about the limousine industry, but I did see a need for something that wasn't in the Philadelphia area. I took classes and attended seminars at industry trade shows, read a lot of articles in the limousine industry trade journals and for over a year actively went out to see what the competition looked like. I heard about the services at other companies, and I heard nothing but horror stories. I knew I could do this, the right way."

Mike Marroccoli is the Regional Vice President for The Capacity Group, one of the largest providers of limousine insurance in the country. "I first met Frank at a limousine show in Las Vegas," recalled Marroccoli. "He was doing his research into the industry, and what really struck me about him was that he was already extremely well-prepared, had a detailed business plan, and was very diligent about starting his business. Frank's business acumen is far greater than other operators out there, and the fact that Secrets Limousine has grown so rapidly is proof that he's doing all the right things."

Customer testimonials that Secrets Limousine Service is, indeed, doing business the "right way" have come from all over the Philadelphia area.

One, from the Chief Executive Officer of a major financial company, noted that Secrets Limousine Service is "the best I have ever used. They have beautiful cars, prompt service and the most courteous chauffeurs."

Angela Pavone used Secrets Limousine Service for her best friend's bachelorette party. "Not only was the limousine beautiful, but our experience with our chauffeur was perfect," said Pavone. "Who would have thought that by the end of the night when it started to rain he'd be there by all our sides taking turns with an umbrella?"

"I called many other places, but not of them were happy to talk to me or they just gave me a quoted price and wouldn't give me any other information until we sent in a deposit," Elizabeth O'Hara said. "We picked Secrets Limousine Service because of their great customer assistance and how personal they made the experience."

"Our business over this first year has been built completely on referrals and repeat customers," stated Phifer. "That's why we put the customers first. I had the idea to do this because of my experiences as a customer at other companies. It took me a year to get my PUC license from the Commonwealth of Pennsylvania, and by February 2007 I had the opportunity to buy our first two limousines."

Secrets Limousine Service has been a popular resource for Philadelphia's caterers, wedding planners, special event coordinators, hotel concierges, and corporate marketers responsible for putting together memorable occasions. One of the "secrets" of Phifer's company's success has been his belief that they shouldn't say they could do "everything."

"We truly focus on weddings, proms, nights out and special events for people, not a corporate 'car service' or airport transportation," Phifer said. "I knew we could make our business successful just by doing what we should be doing, which is helping people have a happy memory of a special occasion."

"All our chauffeurs are professionally trained and must complete and pass a comprehensive training program designed to assure the safety and comfort of our customers," added Phifer. "Each chauffeur's extensive training includes not only vehicle safety but customer etiquette. They are professionally dressed, and are all thoroughly efficient. Also, all our limousines have GPS and navigation/tracking systems for both safety and convenience."

While challenges always abound for a young company, Phifer and Secrets Limousine Service have overcome everything from new vehicles that weren't "perfect" for his customers to competitors hoping to stop the company from launching with legal challenges.

"Since we started, we've been fortunate to become exclusive providers to companies that include Presidential Catering, Talamore Country Club, Marjeane Caterers, the Manor House at Commonwealth Manor, and others in the Philadelphia suburbs," said Phifer. "Our focus on becoming the best at the one thing - making special events memorable - has given us a better feel for how to build our business. I heard a speaker at a limousine industry trade show tell me he never turn down a ride, he booked it and would refer it out to another company to make a referral fee. That's not the way I want people to think of our company, and I don't want to ever jeopardize our relationship and our reputation with our customers."

"You don't want to ever be remembered as the person who ruined someone's wedding day, or messed up their special night on the town," Phifer concluded. We'll do whatever it takes to make sure that all of our customers are happy and completely satisfied, each and every time."

For additional information, visit Secrets Limousine Service's web site at <http://www.secretslimo.com>.

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