

# AUTO SALE-EBRATION

## Pre-owned dealership drives away with RBGA honor



Smart Choice Auto Sales in Godfrey has been recognized as the RiverBend Growth Association Business of the Month for December. The Smart Choice team, from left, includes Internet manager Mark Thornsberry, owner Jason Enos and sales assistant Will Gilmore.

Smart Choice Auto Sales  
1503 W. Delmar, Godfrey  
(618) 466-5900  
[www.smartchoicesales.net](http://www.smartchoicesales.net)

Saturday, December 29, 2012

By FRED POLLARD  
The Telegraph

GODFREY - Recognizing the large number of auto purchase choices in the area, Smart Choice Auto Sales is proud to be recognized as the December Business of the Month for the RiverBend Growth Association.

"It is quite an honor to be nominated by the RiverBend Growth Association," Smart Choice co-owner Jason Enos said. "We really appreciate it."

Before venturing into his own business, Enos previously had worked for Weber Chevrolet and Roberts Motors.

"I started cleaning cars for Roberts when I was 18 years old and going to Lewis and Clark Community College," he said. "I advanced to a salesman at age 20 and sales manager by 22. I always thought that a car lot with clean, quality, preowned cars would be successful."

In July 2007, he took that leap of faith along with his wife, Jamie, who is co-owner of Smart Choice.

"I have over 18 years of experience in the automobile sales industry," he said. "I operate my car dealership with honesty and integrity. I promise that you will receive honest and professional advice and service before and after the sale."

Smart Choice Auto Sales, 1503 W. Delmar, offers a selection of SUVs, trucks, sports and economy cars, and offers free pickup from Lambert St. Louis International Airport.

"My low overhead allows me to succeed in a down market," Enos said. "We thoroughly inspect and recondition all of our vehicles, and all trade-ins are accepted. We are an A-rated member of the Better Business Bureau and we offer first-class service along with high-quality pre-owned vehicles."

Although car sales across the country have picked up, Enos said the recent dip in sales has trickled down and presented a problem for used car dealers.

"Our greatest challenge the last couple of years has been the ability to find enough low-mileage, quality preowned cars to buy and be able to sell," he said. "Due to poor new car sales from 2008 through 2010, there are that many less two- to three-year-old preowned vehicles available."

The economy also has changed what customers look for in their investment.

"Fuel economy has become a number one concern," Enos said. "People are now willing to sacrifice the extra space in order to save on fuel."

Smart Choice, currently boasting 11 employees, offers NIADA-certified, three-year, 36,000-mile warranties and interest rates as low as 1.74 percent.

"We have grown steadily over the last five years," Enos said. "We have sold over 1,600 cars, and we are on board to sell 350 this year alone."

"Things are going well here."

Smart Choice Auto Sales is open from 8 a.m. until 6 p.m. Monday through Friday and from 8 a.m. until 4:30 p.m. on Saturday.

For more information, call (618) 466-5900 or visit the website at [www.smartchoicesales.net](http://www.smartchoicesales.net).