

Down to the Last Detail

A friendly neighborhood mobile car service

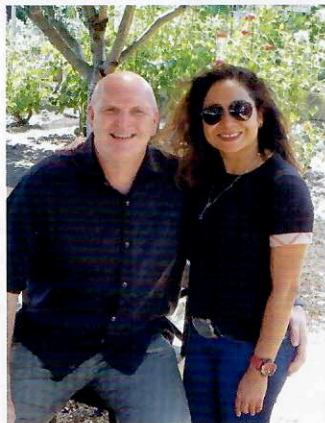
BY ALINA GONZAQUE | PHOTOS COURTESY OF 26TH STREET AUTO DETAIL

When Jackelin Orozco held the plaque that Mayor Eric Garcetti presented her, she thought of more than just the business that she and her partner, Robert Keirstead, were building. She thought of her journey from poverty in El Salvador to entrepreneurship in LA, and of the people in whom she and Robert most wanted to invest their time and resources.

The plaque was an award recognizing Jackelin's achievements in small business ownership. Jackelin, a graduate of Goldman Sachs 10,000 Small Businesses Program, and Robert are the dedicated co-owners — a mobile detailing service company with a tight-knit team that provides clients convenient auto detail at their home or business.

Jackelin worked in the auto service industry for nearly a decade after moving Stateside from El Salvador. "I had the opportunity to come here with my father," Jackelin recalls, "and I saw the chance to better myself. I found a job as a gas station cashier, and worked while I earned my GED." From the register, Jackelin moved up to managing one and then three separate repair stations before seizing the opportunity to launch their detail company with Robert in 2007.

While Jackelin was managing stations,



Robert was part owner of a clothing store across the street, about to make his way back into the industry that had shaped his childhood. "My father and stepfather both owned car washes and auto repair shops," he says. "My first memories are going up and down on car lifts." Robert met Jackelin on his lunch break one day, and they started dating.

The couple had been together for 5 years before opening their business, and after utilizing the knowledge Jackelin gained from the Goldman Sachs entrepreneurship program, expanded the company. "Since our very first meeting, we decided we want to perform all our services at the best possible level," Robert says.

"We strive for all our customers to have a 5-star experience."

For Robert and Jackelin, this top notch service can only be achieved by presenting a knowledgeable and professional team. "There are a lot of mobile detailers with very limited knowledge of the industry who disappear after completing an underwhelming job," Robert says. "Our customers know we're licensed and insured — they know our guys."



Robert and Jackelin both stress that their expertise in quality service is instrumental in earning the loyalty of their discerning clientele. "We stand for trust, integrity, and excellence," Robert says. "We attempt to embody those values every single day, and that's what we drive into our employees. We know the level of service our customers want, and we try to exceed it at every opportunity.

"Most of the time when clients call in, they'll be speaking to Jackie." Robert chuckles, "Which is great — because people like talking to her."

As if on cue, Jackelin's phone rings and she answers brightly. "Let me check my calendar, Robin, hold on one moment. What kind of car do you have? A Mercedes C300 — perfect. We'll see you at 2:00."

"Most of our clients have a weekly maintenance plan for their vehicle, and a regular detailing schedule," Robert explains. "This allows them to take one more thing off their plate. When the same technician is going to their home each week, we can build that level of trust and reliability with them that really sets us apart."

"We have a passion for this business," Jackelin agrees. "And we show it in the details of our work. It might be missed by some of our clients, but we use higher end soaps, waxes, and ceramics. We test everything because we want to know what works the best, and we're as meticulous with our client's cars as we are with our own."

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