

# When off-the-shelf won't do.

**In May 2007 Paul Duff opened Body Mods** with a clear vision to cater for the growing demand for specialised metal fabrication from classic vehicle enthusiasts. Owners of classic vehicles are very particular. 'This isn't just a shed full of old cars', says Paul. Collectable classic vehicles are a big investment and the values do get seriously up there. As a consequence, standards have to be very high! From the outset, Body Mods had a simple philosophy. Do it once and do it well.

Whether you are restoring a 1922 Hispano-Suiza or a treasured 68 Monaro, often there are no off-the-shelf solutions. Paul says, 'the customer is trusting us to do what is right - to look after their pride and joy better than they do. If that means a hand-fabricated body panel fitted to the vehicle that's as good, if not better than the original, that's what we do'. Often it requires some homework before the practical work begins, and looking after what's most important to the customer.

From humble beginnings, Bodymods reputation and business has grown. The business model hasn't changed, though. The passion for doing things right has never faltered.

The same thinking extends to the partners Bodymods choose to work with. As Paul puts it, 'we work with providers that take the time to understand what Bodymods do and protect what is important'. For insurance, Bodymods work with Frank Risk Management. They like their full income disclosure approach, and the fact that they take the time to understand the business. Frank arranges an insurance program that meets Body Mod's needs, rather than an off-the-shelf policy that often includes things they'll never need but still pay for, and doesn't quite fit - a bit like a bodgie body panel.

It's not surprising really, **Frank works for you, not the insurer.**

**frank**<sup>TM</sup>  
risk management

