

Take a drive down any West Texas road and you'll see a common theme -- white trucks. The area is driven by the energy industry. It's also a place you'd never think a Honda dealership would sell many cars. That was until Classic Honda of Midland opened its doors for business 4 years ago this month.

"This was a last minute deal," Joey Gabarda, owner of Classic Honda of Midland said. "The opportunity fell in our lap and it was finalized May 11, 2015."

Gabarda immediately got to work -- he wanted to change the way people buy cars in Midland-Odessa.

"I came in with a vision -- create an environment and reputation that no one else has done," he said.

It wasn't an overnight success -- Gabarda and his team struggled. He says it can take up to five years to make a new dealership successful.

"No one thought we'd make it," he said. "I stuck to the vision. We started to turn things around in two to three years."

So what was the key? Doing good business. Gabarda restructured the store and changed their strategy.

"Instead of pouring our resources into selling only Honda, we pivoted to giving more attention to pre-owned vehicles," he said. "We also focus on customer service and being transparent. We want every single customer to walk out of our doors happy and know exactly what went into their purchase."

Four years in, Gabarda says his store is in a good place.

"I have the best team. Our General Manager Joe Fee and Service Director Tom McMullin have laid a wonderful foundation," he said. "They have built a really good team and culture that has enabled me to get involved with our community."

Classic Honda of Midland supports many organizations throughout the community, including: High Sky, Bustin' for Badges and Pink the Basin.

Gabarda says moving to Midland was the best decision for he and his family.

"I love the feel of this area where everyone knows everyone," he said. "I was able to get my family out of the metroplex and raise our children in a wonderful community."

So what's next?

"Let's grow. We're going to grow our business and continue with our great culture," Gabarda said. "We need more brands in order to do that. We're looking to make more acquisitions."

No matter what the future holds, Gabarda says you can be sure of one thing: the kind of service you'll find only at Classic Honda of Midland.

“Selling the car is the easy part. Keeping a customer happy and loyal is hard,” he said. “We work at that every day.”