



**April 27, 2010 | BestWire**

## **Fiesta Auto Opens 20 New Locations in Past 90 Days**

By: Dennis Gorski  
HUNTINGTON BEACH, Calif.

Fiesta Auto Insurance Co., which combines auto insurance, motor vehicle services and tax preparation into a storefront franchise opportunity, continues to report rapid expansion of both its agencies and territory.

The company opened 20 new locations within the past three months and now has more than 60 in operation, Fiesta said in a statement. The franchisor said it more than doubled its sales over 2009, and hopes to have 150 stores by year's end.

Attempts to reach John Rost, Fiesta Auto's founder and president, for additional comment were not immediately successful.

Rost previously told BestWire Fiesta is licensed to write coverage in more than 40 states. His franchisees have access to all major carriers, he said, and the tax-preparation side of the business gives them a revenue generator that's open all year long, not just during tax season. Rost noted that mom-and-pop stores in his system "have access to a lot of these different carriers that they wouldn't have access to on their own." (BestWire, Jan. 22, 2010).

The company said its agencies write personal and commercial automotive, homeowners, rental, condo, apartment, commercial property, Mexico insurance and special-event insurance.

Fiesta's business plan calls for 1,500 franchises by 2015, Fiesta said, noting it serves "the underserved Hispanic demographic and blue-collar communities." An initial franchise fee is \$10,000 and total suggested capital ranges between \$30,000 and \$50,000, it said. The company provides the necessary support tools for its franchisees, including marketing, ongoing training and financial reporting, it noted.

(Dennis Gorski, Best's Review managing editor)

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