



THE CONSERVATIVE VOICE OF ARIZONA SONORAN NEWS



Serving Cave Creek, Carefree, North Scottsdale, North Phoenix, Rio Verde, Anthem, The Boulders, Desert Mountain, Legend Trail, Pinnacle Peak, Terravita, Tramonto, Troon, Tatum Ranch and Winfield.

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Pepper's enjoys successful car service launch

CAVE CREEK - A locally owned and operated private car service fills a need in the community for comfortable and affordable transportation and continues to grow and give back to the communities it serves.

Pepper's Private Car Service is a true story about timing and opportunity.

In late December, a snowbird living in Pepper's owner Richard Pepper Fisher's condo community asked if he could recommend someone to take them to the airport, as they were new to the area. Fisher thought for about four seconds and responded, "Ma'am, I'll be happy to take you." That was the birth of Pepper's Private Car Service. Not intending for this venture to be a full time business, it quickly became apparent there was potential for a real business.

Initially, a few small classified ads in *Sonoran News* and a crude homemade poster with tear off numbers at his mailbox made the

phone ring. Fisher was amazed at the impact of those early ads. Airport transports became his signature as he discovered there was a real need in Cave Creek and Carefree for affordable transportation. Satisfied clients told their friends.

Two other specialized services are medical appointments, including round trip service for any sedation procedure, and DUI Defense/Victims Relief.

Fisher acknowledges a very strong preference for using local vendors, although price and value always take priority.

Pepper's provides transportation services to all the major residential communities and hotels in the area.

To show their appreciation, Pepper's is offering a special "bounce back" promotion for all local residents of the Northeast Valley. Use their transportation services anytime between now and Aug. 31 and receive a voucher for 20 percent discount on your next trip.

Inquiries should be directed to



**Pepper's owner
Richard Pepper Fishers**

"Pepper The Schlepper" himself at 602-501-3328 or through their website, where local residents qualify for a variety of discounts. Visit www.pepperscarservice.com.