

Pinecrest

ONE OF MIAMI'S 12 COMMUNITY NEWSPAPERS

JUNE 8 - 21, 2009

Wiremasters Electric offers 'on time or on us' guarantee

BY ED GORIN

Kent Crook has built a career around a unique guarantee — On Time or On Us — and his long-time customers are pleased that he has carried it over to his new company, Wiremasters Electric.

"Especially in Miami, when service people are rarely on time and sometimes never show up at all, it's great to know that Kent and his employees will always be there at the appointed time, and you can plan your schedule around that," said John Smith of Pinecrest, who has been using Crook's services for 20 years.

"His guarantee — that there is no charge if he is not on time — is amazing in this day and age, and tells you all you need to know about the way he does business," Smith said.

The commitment to customer service allowed Crook to build his previous company, KC Electrical Services, to more than 30 employees. The new streamlined company, Wiremasters, has just three trucks on the road. "We needed to get small in this terrible economy," says Crook, a leader in the small business community.

With the three trucks, Crook said, and "all-star" employees, Wiremasters is able to give same-day service and respond to emergencies 24/7. The trucks carry a large selection of parts, which enables Wiremasters to quickly repair most problems.

"While many companies are saving money by reducing inventory, carrying little on their trucks, I just can't do business that way," he said. "It means that the repairman has to leave the job after seeing the specifics of the problem and go back to the warehouse or to a store to get the needed parts.

"At Wiremasters, we are carrying thousands of parts on our trucks, which enables us to handle just about any job with the parts we have with us," he said. "It's a huge time-saver for the customer, and it's just the right way to do business."



Kent Crook (left) with members of his staff and one of three new Wiremasters Electric trucks operating in South Miami-Dade.

He said his long-time customers have remained loyal and have followed him to Wiremasters.

"I spent 20 years building my business based on customer service, one happy customer at a time, and depended on word-of-mouth for referrals," he said. "In addition to the on-time guarantee, we also offer a 100 percent satisfaction guarantee — if you are not happy and I can't make it right, I will give you a refund. When you say that, and you mean it, that builds a customer base that will always stay with you." Wiremasters employees wear orange booties when they enter a home.

"It's says to the homeowner that we care about their property, and when we leave, it will be like we were never there."

Crook has been a leader in many local business organizations, including West Kendall

Business Association, Chamber South and the Pinecrest Business Association, and he serves on the board of Community Health of South Florida (CHI), which provides health care to people with no insurance. He is playing a major role in Chamber South's new "Going Green" initiative.

"We can offer customers many energy-saving options for their homes and businesses," he said.

Crook said that Wiremasters is specializing in residential and small business, rather than large commercial projects.

"We offer quality at an affordable price," he said. "Our customers know they get good value for their money, and always the best quality service."

For more information, call 305-385-9379 or email <kent@kcmiami.com>.