

A Concord Dealer Success Story

The Kara Homes Project

Concord's short lead times, reduced installation demands and support allow Mobility Elevator to deliver

Kamran Shushtarian, vice president of Mobility Elevator & Lift Co., has worked in the elevator industry for more than 18 years, and his New Jersey-based company is one of the fortunate businesses experiencing growth these days – to the tune of about 20 percent annually. According to Kamran, there is little, if any, margin for error in such a competitive environment. "The customers better get what they need, what they expect, and get it on time," he advises.

A mechanical engineer by training, Kamran has a strong appreciation for innovation and evolution in the residential elevator market. Yet that appreciation is tempered by the reality that an innovative elevator is of no practical value unless it can be installed and maintained efficiently and profitably. And meeting this standard is particularly challenging when working with builders such as Kara Homes, the fastest-growing residential developer in New Jersey and a major customer of Kamran and Mobility Elevator.

So when Kamran was contacted about the first in a series of large residential developments by Kara Homes, he knew the stakes would be high and the job challenging. From the start, Kamran urged the developer to include elevators as standard features rather than optional, and he recommended the Infinity, by Concord Elevators and Lifts, as the model for the job.

Kamran advises that elevators set homes apart from the competition, which reduces sales cycles and improves profit margins. "Elevators are particularly valuable in areas where land is scarce and/or expensive. In these cases, the garage is normally moved under the house meaning that people have a full flight of stairs to climb in order to reach the kitchen, laundry, etc. An elevator provides a relatively inexpensive solution. The average cost of an elevator, including installation, is normally less than what people spend on their kitchen cabinets and floors," he said.

The good news for Kamran was that Kara Homes agreed to installations in each new home. However, the time requirements were extreme. Of the 50 elevators in the project, the first 18 were needed within three weeks!

Although Kamran had experienced challenges with lead times and installation following the release of Concord's new line, he was comfortable the manufacturer could meet these demands because of recent improvements he had experienced.

"Initially, we were as challenged as anyone with Concord's new elevators. There were a variety of issues that cost us precious time in those first months. However, we stuck with Concord and invested efforts to learn their new product. At the same time, Concord improved parts and related issues," advises Kamran.

(continued on next page)

"The developer was against a tight deadline, people were working around the clock and we had to deliver. Concord played an important role in making sure that happened."

- Kamran Shushtarian, VP, Mobility Elevators

As a consequence, Mobility Elevator has reduced installation time for the Concord Infinity (three-stop jobs) by more than 30 percent as compared to times experienced in initial installations of that new line. According to Kamran, the time required "is quite competitive in the market today."

With these improvements in place, Kamran was comfortable partnering with Concord on this critical job."

So how did Concord respond to the challenge?

"The entire team at Concord was incredibly cooperative and eager to work with me," said Kamran. "The developer was against a tight deadline, people were working around the clock and we had to deliver. Concord played an important role in making that happen"

Not only did Concord fabricate the initial 18 elevators within the three-week time frame, the company supported Mobility Elevator in multiple manners:

- Concord provided complete training of all Mobility Elevator's crews
- Concord flew a team onsite to troubleshoot for 10 days

- Concord followed up with another visit to the field 10 days later

- Concord's tech support was "very responsive" and provided "prompt and quality phone support," noted Kamran

The result:

- Of the 35 elevators installed back in November of 2002, Mobility Elevator has had NO service calls

- Kara Homes is a very pleased customer that is moving forward with Mobility Elevator on two similar projects

According to Kamran, "The Infinity is the best product of its type in the market today. With increased options on the Infinity, including platform sizes, cab sizes, interior finishes, and openings, the product is a lot more adaptable now." ❖

Mobility Elevator & Lift Co. is a leading supplier and installer of lifts and elevators. Located in East Hanover, NJ and serving the greater New York/New Jersey metro area, Mobility's products include a complete line of LU/LA and residential elevators, incline wheelchair platform lifts, vertical accessibility lifts and stair lifts. Innovative ideas by Mobility's engineering and design staff have become recognized standards by which all accessibility lifts are judged. Mobility's service personnel and technical support staff are among the best trained in the industry.

Concord Elevator Inc., located in Brampton, Ontario, is a leading designer and manufacturer of lifts and elevators. Concord's products include a complete line of public and residential elevators, incline wheelchair platform lifts and vertical accessibility lifts. Innovative ideas by Concord's engineering staff, one of the largest in-house engineering departments in the industry, have become recognized standards by which all accessibility lifts are judged. Visit the company's website at: www.concordelevator.com; or telephone: (800) 661-5112.