

# A Concord Dealer Success Story

## The Leisure World Project

*Concord partners with R.F. Erection to deliver 45 P.A.L. EN's with custom enclosures*

Tom Hamm, sales manager for RF Erection, Inc., has been in the Southern California elevator and lift industry since 1996 having worked with many different manufacturers. Based on his experience with the various manufacturers, he is a self-described "big believer" in Concord Elevator. When asked why he prefers Concord as his "go to supplier," Tom offers the following:

*"Concord has always been evolving in regard to the way they put themselves out there – the product they offer, and that's very important. Concord's product has been great over the long run and that's critical. Sure, there have been ups and downs – challenges with the introduction of new product, but they're always there to work with the dealer. They have shown a willingness to listen and a strong desire to meet the needs of both the dealers and end user. That is not always the case with manufacturers in this industry."*

Asked to cite a specific example of the cooperative spirit of his preferred supplier, Tom quickly offers "Leisure World," a major project that at the time of this interview is nearing completion. Leisure World is a high-end retirement community in Seal Beach, CA for which RF Erection was contracted to install vertical platform lifts. The opportunity presented by this job was great, as Tom points out, not just for the dollar value, but the market it involves. "The aging of the Baby Boomers is

creating substantial growth in our industry," according to Tom. "Boomers in Southern California will enter their retirement years faced with the reality that land constraints will require most individuals with limited mobility to live in multi-level homes. Leisure World was very important to us because it presented the opportunity to enhance our reputation in this very important growth market."

With such a large market at stake, it was critical that Tom deliver and meet expectations in order to preserve and grow his relationship with the general contractor. Leisure World would require approximately 45 Vertical Platform Lifts with custom enclosures. For this job, Tom turned to Concord. As he describes it, "When you are talking about customization on this scale, you know there are going to be unforeseen issues that must be addressed. It's inevitable, not everything will run smoothly. Although challenges on a job like this are certain, a cooperative and responsive manufacturer is not. That's why I went with Concord. Not only do I know their custom products are truly high-end, they are also there to work with us through each phase of the project."

Concord approached this job by specially assigning a team of engineers and support staff to the project. "It was critical that our team learn the ins and outs of each detail on this project and that the same people be available to support RF's needs

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*- Tom Hamm, RF Erection Co.*

throughout. We could not afford the valuable time that would be consumed with new people coming in and out of the job," said Ian Clark, of Concord. "Tom and his team wanted our new P.A.L. EN but they wanted it with four acrylic panels, not three as the P.A.L. EN is designed, so we had to come up with a solution – making the fourth panel acrylic while dealing with the electronics that were typically housed in the non-acrylic area. It was a challenge, but we knew we had to develop a solution, and we did," recalls Ian.

As the Leisure World job progressed, things were going very well. "There were a couple of challenges with an installation here or there, but the tech support was always available and the issues were always addressed," recalls Tom.

"But there was one occasion where we really put Concord to the test, and they passed with flying colors," recalls Tom. "It was about half way into the project. We had a site modification that required a massive change order that altered 60 percent of the parts in the unit, and the change came at a very inopportune time – the eve of the Christmas holiday." The two companies, RF and Concord, handled the challenge seamlessly. Reengineering and changing production flow to accommodate unusual requests were dealt with swiftly and accurately avoiding lead time extensions. The general contractor never had an issue, with that unit or during the entire project.

Recalls Tom Hamm, "I knew I would need the cooperation that Concord provides during each critical point in this project. Sure enough, we all worked together and delivered truly world class products much to the pleasure of the GC."

"That's what I mean when I say there are going to be challenges," said Hamm. "The key isn't avoiding the problems. That's impossible. The key is finding a partner that will work with you to solve the problems. And that's why Concord is so valuable to us."

"Delivering on time, consistently, is the key to winning business and establishing long-lasting customers," says Hamm. "And we look forward to continuing to strengthen our relationship with Concord to provide excellence in products and service in Southern California. ❖"

*R.F. Erection Co., headquartered in La Verne, CA, serves the Southern California business and residential community with many products from many manufacturers for general purposes and to aid the handicapped. Telephone: (800) 700-0575; email: rferection@aol.com.*

*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](http://www.concordelevator.com); or telephone: (800) 661-5112.*