



## Why Custom Installation?

Custom installed residential electronic systems are becoming ever more common, and not just in “McMansions”. Many clients will look to their builder or designer for suggestions on a good installation firm, and may even seek guidance on the type of systems that are right for them. Simply referring such clients to the last firm you used can miss a good opportunity to increase client satisfaction and build your business.

Here are five good reasons to take the time to learn a bit about custom installed electronics and build a relationship with a competent installation firm:

- *Provide a better “product”* – Electronic systems can greatly enhance the user friendliness, functionality, and energy efficiency of a home. Getting a savvy designer to put some real thought into how the wide variety of available systems can better meet client needs can make a huge difference in your client’s satisfaction with the finished product.
- *Maintain the desired aesthetics and functionality*- Custom installed electronics often have a significant impact on the look & feel of a home. Leaving this up to an “arms length” third party who may not fully appreciate what you are trying to achieve is inviting disappointment.
- *Avoid problems* – Even if all you do is provide the name of an installer, if things don’t work out exactly as planned, it will be partially *your* fault. Active participation with a good partner will reduce this risk to a minimum.
- *Grow your business* – Providing a better product and increased customer satisfaction will naturally tend to enlarge your business. Good business partners should also be able to play an important role in referring additional business to you. Westside has steered millions of dollars in business to those firms we work with on a regular basis.
- *Become more knowledgeable* – Everyone these days has questions about electronics; the industry has made putting together a home theatre more complicated than preparing an annual tax return. A custom installation partner should be able to provide you with the concise, understandable “take aways” necessary to initiate helpful discussions with clients, as well as lend you a hand when putting together your own systems.



We hope this encourages you to consider building a relationship with a capable install firm. Westside is always interested in growing *its* relationship with quality builders and designers. If you think we might be a good fit with your needs please give us a call or send an email. A brief description of Westside appears below.

## About Westside Music & Cinema

Westside was founded in 2004 by two partners who came from professional backgrounds in business and medicine. We initially targeted high performance audio and video, however before long clients were requesting custom installation services. Deciding to pursue this opportunity on a larger scale and were very quickly engaged in projects ranging from simple stereos and home theatres to sophisticated residential and commercial projects well into the six-figure range.

Today Westside targets three primary markets:

- *Quality residential custom integration projects:* Such projects need not be large; we simply seek clients who appreciate an approach that ensures they get systems that are truly geared to their unique needs.
- *Challenging commercial projects:* There are a great number of “standard” commercial systems providers; we seek out commercial projects that require clever or innovative thinking such as public displays, quality sound, and new advertising approaches using electronics.
- *High performance music and theatre systems:* Stereos and home theatres are literally a dime a dozen these days. True high performance demands deep technical expertise, a good measure of “art”, and a passion for getting things right. We like to feel we bring all these elements to our projects.

