

CASE STUDY

CENTRICITY

Premium Appliance Dealer Builds Lifelong Relationships Selling Product Protection

Bray & Scarff is a family-owned appliance dealer with 15 locations in the Washington, D.C., metropolitan area of Virginia and Maryland. As a company that's sold appliances since 1930, Bray & Scarff knows the importance of taking care of their customers and building lifelong loyalty.

Bray & Scarff is a high-end appliance dealer specializing in premium services like kitchen remodeling and appliance repair. They've coined the phrase, "The Bray Way" to describe the attention they give each customer and the importance placed on customer service.

"We love Centricity, and we sell the EPIC Protect service plans like crazy because we believe in them," said Joe Ochs, Vice President of Sales. "Selling product protection is part of our DNA. We provide a premium experience for our customers, and we want to work with them for life. It's not a transaction, it's a relationship."



Success Story

The Bray & Scarff sales team recommends the EPIC Protect extended service contracts to all of their customers. Ochs considers product protection as a critically important part of building the relationship with their customers.

"We develop rapport with our customers, and they trust us to solve problems for them," Ochs explained. "They know we're the product experts and have high integrity, so they trust us to take care of them."

"Products are not indestructible, and the lifespan of appliances is not growing," Ochs said. "A lot of our customers don't want the uncertainty or the unexpected financial hit that repairs can cause."

Bray & Scarff has worked to simplify their service plans, which streamlined sales making it easier for their staff to explain them on a fast-paced sales floor.

One unique aspect to their 3- and 5-year service plans is that Bray & Scarff will give store credit towards another store purchase to customers that don't use their service plans. (50% on unused 3-year plans and 100% credit on unused 5-year plans) "We want to see our customers' smiling faces for generations to come."

"The majority of our customers find real value in service plans," Ochs said. "Selling product protection is part of our culture and what we're focused on as a business."

Real Results

Bray & Scarff's revenue from selling service plans is up 26% this year compared to last year.

Ochs praised the team at Centricity and Nationwide Marketing Group and said the partnership with Bray & Scarff has been an excellent fit.

"Whenever you have great people, magic happens," he said. "We're fiercely loyal to brands and vendors that support us, and we hope this is a very long, long relationship."

26%

sales increase