



# Turning Customers into Cheerleaders

## *Professional Electrical Services Inc.*

*Richard Tanner founded Professional Electric Services Inc. in 1997. He is pictured here with wife, Sarita Tanner.*

The owners of Professional Electrical Services Inc. believe the way to set their company apart is to create some cheerleaders. And the way to do that is through providing the kind of service that will get customers talking.

"We don't want our customers just to come away feeling like they got decent service," said office manager **Sarita Tanner**. "We want to create a cheerleader customer, one that's going to refer us to friends, family and co-workers. We want them to feel like they got excellent service at a reasonable price."

Her husband, **Richard Tanner**, founded the business in 1997 after starting as the youngest master electrician in the state, at 21 years old. "It was a dream, an idea of providing excellent service at a reasonable price," Sarita said. "He's self-proclaimed OCD (obsessive-compulsive), so he wants everything done a certain way,

is very neat and very proud of his workmanship. He thought he could offer something that no other company was currently doing."

The company has nine employees, including a team of licensed electricians who provide new construction installation, remodeling, repair, troubleshooting, inspections and more to residential and commercial clients in Mobile and Baldwin counties.

Professional Electrical Services, located on Tacon Street in midtown Mobile, is the Mobile Area Chamber's Small Business of the Month.

Along with its attention to customer service, Tanner said what sets the company apart is its up-front pricing and the extra steps it takes to ensure customers feel comfortable with their technicians in their homes and businesses – background checks, ID badges

and business cards.

"All our technicians have gone through a security clearance with the FBI, fingerprinting, just that extra level of security for our customers," she said. "Going into their homes, they're trusting us to not only do a good job but you've got to respect their homes and their privacy as well."

A Chamber member for 10 years, the company gives back to the community through regular participation with the Craftsmen of Life in various community service activities, such as debris cleanup, minor construction projects, painting and other projects.

"It's really geared more toward single moms and the elderly who may not have the resources to maintain their property or their houses in the way that they need to," Tanner said. "We just feel like it's our obligation to give back to the

community and help those who are less fortunate."

After weathering the recession, the Tanners are bullish on their company's future in their hometown of Mobile.

"We're adding new technicians every year and new vehicles to our fleet," she said. "We just think Mobile is a wealth of opportunity, with industry and people coming to town – Airbus and Austal and some of the other industries that are bringing people in from all over the world. We've got a lot of hopes and dreams for Mobile. This is our home and we love it here."

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