



## Branch Focus

# Rexco Equipment's foundation of customer satisfaction was laid at the Cedar Rapids branch

**F**or nearly five decades, Rexco Equipment has continued to grow, building locations for its heavy equipment lines in the Quad Cities, Des Moines and Omaha along the way. But the anchor to the company's expansion has remained firmly in Cedar Rapids where Rex Smith Jr. serves as President, a title he took over from his father, Rex Smith Sr., 30 years ago.

"This is where the identity for Rexco Equipment was formed by my father in the 1960s, and we've modeled our customer-service focus at our other locations from that," said Smith, who oversees operations companywide and at the Cedar Rapids store, which has a staff of about 20. "Customer satisfaction is our top priority, with a close second being carrying quality equipment lines, such as Link-Belt excavators and cranes. We've been aligned with Link-Belt from day one and continued to add to our equipment offerings. Just as Cedar Rapids is the anchor of our company locations, Link-Belt is the anchor of our equipment lineup."

In addition to Link-Belt compact and full-size excavators and cranes, the Cedar Rapids location recently added Liebherr earthmoving machinery as well as Aichi aerial lifts. Additional lines include Rogers trailers, Esco ground-engaging tools, Elliott cranes, Allied hammers and compactors, Genesis shears, Safe-T-Shore trench boxes and a variety of other quality manufacturers.

Customers interested in buying or renting equipment can call on the store's two dedicated territory managers, T.J. Ries who covers Cedar Rapids and surrounding areas, and Tom Nugent, who handles

duties in northeast Iowa. Combined, the two bring more than a decade of equipment sales experience to the table.

"Finding the right equipment to match a customer's needs takes a thorough understanding of the customer's business and the application for the machine," said Smith. "T.J. and Tom know that, so they work hard to ensure each machine they sell is the proper fit. That makes a difference in the user's owning and operating costs, which directly affects profitability.

"The proper machine for the application isn't the only thing that directly affects profit," added Smith. "It's imperative that a dealer backs that up with parts and service capabilities to ensure the machinery stays productive. Rexco prides itself on delivering in both categories."

### Outstanding parts and service capabilities

Rexco's Cedar Rapids branch can do that because its parts and service teams are backed by a wealth of experience,



**Rex Smith Jr.,  
President**

including Service Manager Ed Thornton, who already brought years of knowledge with him when he came to the store nine years ago. Parts Manager Joe Carolan has been there twice as long.

Joining Thornton on the service team is 33-year Rexco veteran Randy Rula, along with technicians Jerry Norman (23 years),

*Continued...*



**Rexco's Cedar Rapids branch is located next to Blairs Ferry Road. The store carries several quality lines, including Link-Belt excavators and cranes as well as Liebherr and Aichi products.**

# Customer service is top priority at Rexco

... continued



(L-R) Rexco's Cedar Rapids Service Department consists of Service Manager Ed Thornton, as well as technicians Dan Shemwell, Jerry Norman, Randy Rula and Bobby Bickel. They can work on any line Rexco carries and competitive brands alike.



Tom Burt,  
IT Specialist



T.J. Ries,  
Territory Manager



Tom Nugent,  
Territory Manager



Rexco's Cedar Rapids Parts Department consists of Parts Manager Joe Carolan (above left) and Tom Gravert. The store carries a large inventory of OEM parts for its vast lineup of equipment.



(L-R) The Rexco Cedar Rapids staff includes Julie Rula, Accounts Payable; Kristin Blaylock, Accounts Receivable; Sue Fischer, Human Resources Manager; and CFO Steve Shelangoski.

Dan Shemwell (five years) and Bobby Bickel (seven months).

"It's a solid team that's always prepared to work on a machine, whether it's in the shop or the field," said Thornton. "Having the years of experience in the business these guys possess is invaluable, but they don't rely solely on that. They stay up-to-date with the latest trends and technology by attending ongoing training. When a customer needs work done, whether it's a line we sell or a competitive brand, our service team has the knowledge to get the job done efficiently."

The service team works in tandem with award-winning parts personnel, who oversee a large inventory from which the service department can pull needed parts or where customers can go when they want to do repairs themselves. Joining Carolan at the parts counter is Tom Gravert.

"We stock common items, but we also work with customers to carry an inventory of parts that may be out of the ordinary or aren't normal wear items," said Carolan. "Included in that are OEM parts we believe are critical in keeping Link-Belt and our other lines of equipment in proper working order. If there's something we don't have on hand, we can usually have it to the customer later that day or the next day."

## Working to exceed expectations

The Rexco Cedar Rapids team has several other staff members, including CFO Steve Shelangoski; Julie Rula and Kristin Blaylock, who handle accounts payable and receivable respectively; Human Resources Manager Sue Fischer; and Information Technology Specialist Tom Burt.

"Customer care is more than just sales, parts and service," insisted Smith. "I can't emphasize enough how dedicated and valuable each and every Rexco staff member is. Our entire staff understands the importance of each and every need of our customers and works hard to meet and exceed their expectations."