Rexco's Cedar Rapids branch has long history of customer satisfaction

Rexco Equipment's history in the Cedar Rapids market goes back nearly 45 years to when Rex Smith Sr. founded the Link-Belt dealership in the City of Five Seasons. Since that time, Rexco Equipment has grown into a full-service location that carries an extensive lineup of equipment for any contractor, large or small.

Still a Link-Belt excavator dealer, Rexco Equipment also carries Link-Belt cranes, Liebherr and New Holland earthmoving equipment, Aichi track-mounted aerial lifts, Rogers trailers, Esco ground-engaging tools, Safe-T-Shore trench boxes, Manitex truck cranes and a variety of other quality manufacturers.

"Rexco has always been known as the Link-Belt dealer in Cedar Rapids, and that has expanded to include facilities to service the entire states of Iowa and Nebraska," said Rex Smith Jr., who now serves as second-generation President. "We've always aligned ourselves with the best manufacturers because we believe it's important for customers to have quality equipment to do their work. That means equipment that's technologically advanced, is efficient and performs so that the user is productive."

Shop and field service with experience

Rexco's Cedar Rapids branch is conveniently located just off Blairs Ferry Road in northeast Cedar Rapids, minutes from I-380. The store has ample space to bring machines in for service, including large bays for working on cranes up to 100 tons and excavators as large as 100,000 pounds.

"We have the capabilities to service just about any machine a customer brings in," said Smith. "Our technicians are among the most experienced and highly skilled in the industry. We understand that when a machine is down, it costs the user money. Our philosophy is to reduce the downtime and get that machine up and running as quickly as possible."

Rexco knows that bringing a machine in isn't always convenient. That's why it offers on-site field service with technicians who are as highly skilled as the ones in the shop. Each brings experience, as well as a fully equipped service truck that allows them to do almost any service or repair in the field that can be done in the shop.

"The trucks are literally a shop on wheels," Smith explained. "We invest a great deal in equipping and training our guys to give them the tools necessary to make service calls or repairs in a fast, efficient manner. The more we can do in the field, the better. It saves the customer time and trucking costs."

Large parts inventory gets customers up and running quickly

Rexco technicians perform service with quality OEM parts, which are also available to customers who want to handle service and repairs themselves. The store features a vast inventory of common parts available at all times. If a part isn't in stock, Rexco can have it the next day in most cases.

"We pride ourselves on having one of the largest parts inventories in the area," said Smith. "When a customer is down, he needs a part right away. Waiting isn't always an option, so we work with our customers and manufacturers to ensure we have the parts in stock that customers use most often. If we don't have it, we've been known to buy a plane ticket for the part to get it to the customer faster."

Give the customer more than he expects

Smith said it's all part of the philosophy of giving the customer more than he expects, a value that his father passed on to him and his brother Steve, who runs Rexco's Des Moines location.

"The old adage that anyone can sell the first machine, but service sells the next is really true," Smith acknowledged. "It's our goal to always be the customer's first choice when it comes to equipment, parts and service. It's served us well for four decades and that won't change going forward."

(Will have to get a picture of the store)

Rexco Equipment's Cedar Rapids location is just off Blairs Ferry Road. The store carries a long list of equipment and a vast inventory of parts.

Rex Smith, President