



Branch Focus

Rexco of the Quad Cities meets customer needs through equipment offerings and support

When equipment users in the Quad Cities and the surrounding area are looking for a broad line of heavy equipment and the product support to back it up, they know Rexco Equipment's Davenport branch has everything they need. Located at 13500 118th Avenue, the multifaceted store has everything contractors need in equipment, from a variety of cranes to small and large construction machinery for utility, heavy highway and other types of projects.

"Our lineup is one of the most extensive in the business," said Ron Sebastian, Vice President/Territory Sales for the Quad Cities, who oversees the branch location. "Of course, that's anchored by our Link-Belt crane and construction equipment machinery, which has been Rexco's foundation for more than 40 years. We've augmented that in response to our customers' expectations, adding on scrap-and material-handling, safety, lifting and other types of machinery to make us a more well-rounded equipment dealer."

Included among Rexco of the Quad Cities' offerings are its newest product lines, Aichi aerial lifts and Liebherr construction equipment, which includes wheel loaders and dozers. Those join products from New Holland, Genesis, Manitex, Rogers and Safe-T-Shore, as well as others, in Rexco's extensive lineup.

"Having that many product lines takes a strong commitment on Rexco's part to support them," noted Sebastian. "We do that in several ways, including having knowledgeable sales and rental managers dedicated to finding the right machinery to fit customers' needs and applications.

Having a large parts inventory on hand and a highly skilled service staff available is part of that too."

Commitment to quality service

In addition to Sebastian, the sales team includes heavy equipment southeast Iowa Territory Manager Zach Van Horn and light equipment Territory Manager Jeff Mullins. Rentals are handled through Tom McLaughlin and Rental Manager Brad Sebastian. Customers of Rexco's Quad Cities location are familiar with the managers who lead the parts and service teams. Parts Manager Scott Day has been with Rexco 25 years and Service Manager Jerry Rex, 22 years.

"The level of experience we have is impressive," asserted Sebastian. "Our parts and service personnel know the equipment inside and out because they have those years of knowledge. In addition, they're continually training to stay up-to-date on the latest advances in equipment. It all makes for better customer support, which is what Rexco is always aiming for."



Rexco of the Quad Cities sales staff includes Vice President/Territory Sales Ron Sebastian (left), who oversees the branch location, and light equipment Territory Manager Jeff Mullins. Not pictured is southeast Iowa Territory Manager Zach Van Horn.

Support includes both in-house and field service from the Quad Cities location. Rexco recently added a third field service technician and has two dedicated to the large shop area at the branch. In addition, it added Service Writer Chad Spidle to help expedite such items as scheduling and processing work orders.

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Rexco of the Quad Cities is located just off Interstate 280, making it convenient for customers to bring in and take out machinery. It houses a large parts inventory and shop space for work on both small and large equipment.

Large parts inventory saves time, money

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"Adding a third field truck and hiring Chad was in response to customer needs," said Rex. "Even though we're in a convenient location for customers to

bring machines in, it's not always feasible. That's why we have field personnel with well-equipped trucks who can perform almost any service work that can be done

in the shop. That includes the capabilities to service most brands we don't carry. It's a convenience that saves time and money."



Leading the Parts Department is Parts Manager Scott Day (left), who's been with Rexco 25 years, and Darrin Awbrey. Rexco of the Quad Cities stocks an extensive list of parts.



Not only does Rexco sell equipment, it rents as well. The Rental Department is headed up by Rental Manager Brad Sebastian (right) and includes Tom McLaughlin (left).

Scott Day said having a large parts inventory on hand saves time and money as well. "Stocking common parts ensures we have those frequently used items available when a customer needs them. If they need an item we don't have in stock, we can generally have it to them the next day, or sometimes that same day if we have it at another Rexco store. We understand that having a machine down costs that equipment owner money, so our aim is to get them up and going as quickly as possible."

A solid track record

Sebastian notes that's always the goal at Rexco of the Quad Cities. "We're always looking for ways to improve our sales, parts and service. We've built a large customer base and a great reputation through our commitment to quality products and the support to back them up. That's what the equipment business is all about, and because Rexco recognizes that, it's been around for more than four decades. That's a solid track record that we aim to maintain."

Parts Manager Scott Day fills an order from Rexco's large inventory of parts. Day also works with other Rexco locations to ensure customers get needed parts as fast as possible, usually the next day on items not in stock.



(L-R) The Service Department consists of Service Writer Chad Spidle, Technicians Andy Eyrich, Ryan Norin, Mike Lyle, Heath Reed and Service Manager Jerry Rex. Not pictured is Technician Steve Holmes. The branch has three field service and two in-house technicians.



The Quad Cities location has a large shop area where Heath Reed and other technicians can work on such items as engines.