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SMALL COMPANY DELIVERS BIG RESULTS

Customer service is priority at
Medina Services, Inc.

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The talented staff at Medina Services, Inc. includes (left to right): Ramon Becerra, Luis Barrera, Jorge Medina, Anderson (Andy) Medina, Jordan Perez and Derrick Alderson.



SMALL COMPANY DELIVERS

BIG RESULTS

Customer Service Is Priority at Medina Services, Inc.

by Marge O'Connor

Medina Services, Inc. has a large following and multi-state recognition even though it is considered small in size. The owner's dedication to customer service and project details is the primary reason for the company's success.

"Our company philosophy is that no job is too small. We treat every customer as though they are our only customer. They like the feeling of organization and seamless function they pick up on when working with us," says Owner Anderson (Andy) Medina. "We are a small shop compared to some of the other companies out there. But

because of what we do and how we do it, many people are convinced we have 150 people or more on staff." In actuality, Medina employs eight full-time staff and occasionally brings in other experts for short-term needs.

Located in Braselton, Ga., this family-owned business manufactures and installs aluminum storefronts, curtain walls, glass and mirrors. The company's experts apply their skills to commercial, residential and industrial sectors primarily in the state of Georgia, including work on the Atlanta Airport, historical buildings, and large multi-use developments. The company also has worked in Alabama,

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the Carolinas, Florida, Tennessee and Virginia. Locally, Medina Services even performs emergency board-up services and door repairs as needed, and is known in its hometown as The Glass Shop or Door Medix.

GAINING SKILL AND OPPORTUNITY

Before starting this company, Andy gained experience in South Florida working on glass atriums, storefronts, mirrors, automatic doors and glass elevator shafts for large organizations. "I began at the bottom, earned various craftsmanship awards, and was on my way to becoming a partner. But I wanted to learn more about installation and contracting, so I decided to go out on my own. I went to Georgia to start a satellite company and to find more opportunity."

There he met his wife Kathy, and in 1996 moved to Braselton. The following year, he started Medina Services. "In the beginning we didn't know about advertising and felt word-of-mouth was most important to growing the business," notes Kathy. "So, Andy would stop by job sites and give his business card to whoever was in charge. That worked for a while. The next level was to advertise in The Blue Book. This really put us in the minds of new contractors, and once they tried us they have continued to use us to this day."

No matter the size or scope of a job, Andy always established personal relationships with project managers who would take Medina Services with them when they changed jobs. This created new interactions while maintaining existing ones. "Once we get on board with a contractor,

even if the project manager leaves, the contractor continues to use us because of our quality and dependability," he says.

ENSURING A SERVICE ATTITUDE

During his learning period in Florida, Andy realized how poorly some companies treated customers by overcharging or by not paying attention to service ethics. This attitude made most jobs a one-time mesh various trades together for

the right sequence to get the job done more efficiently. That way my pricing is complete from the beginning and I don't have to request multiple change orders. This is a great convenience to the contractors, and many have come to rely upon me to help them plan their budgets. Many contractors also have said that we almost never have a punch list, or if we do it is for very minor things."

His ability to build in accordance with hurricane codes in South Florida,

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Anderson (Andy) Medina, Owner, Medina Services, Inc.



The magic of mirrors. This team is skilled at building and installing storefronts, glass and mirror elements and they have fun doing it. Shown from left to right are Jordan Perez, Rio Medina, Jorge Medina, Anderson (Andy) Medina and Kathy Medina.



Jorge Medina (left) and Derrick Alderson handle an emergency door repair, which is a part of what Medina Services, Inc. offers to local customers.

where structures take a beating, is reflected in Medina Services' work today. "We have been asked numerous times why we install so many fasteners and do so much caulking. It is to ensure the durability of what we install. My staff is hand-picked and expertly trained, not only to do the work, but also to problem solve and make decisions and adjustments to jobs as they arise."

CREATING A TEAM

Kathy is now the company's CFO and the couple's eldest daughter,

Rio, works as Office Manager and is a residential salesperson. Their nephews Jorge Medina and Jordan Perez work with Andy in the shop and in the field.

His nephews started with him right out of high school, Jorge leaving for a while to serve in the military and jumping back into the business after coming home. Jorge now manages special projects and works directly with customers on new ones. Jordan is the Chief Fabricator and Installer with a reputation for being an


unstoppable machine and working diligently until the job is complete. These family members, along with a support crew, now handle most of the field work.

This well-trained team is the result of Andy's attention to detail. During training, Andy would take them into the field to watch them, and then watched them practice what they learned. "I am OSHA-certified, and the training that I provide my employees reflects OSHA standards. We have all the necessary safety equipment and employees are required to attend regular safety meetings. They are encouraged to discuss any problems that they see and recommend solutions so that they are not merely robots following orders. We want them to have an understanding as to why the rules are what they are, so they can safely think outside the box."

Medina Services is now in the process of remodeling its building to create a better showroom, and expand its office space so that management can hire more staff and allow Rio to transition into estimating. Andy and Kathy are also expanding their shop and storage areas to create more room for storefront fabrication, as well as a separate area for glass and storage of materials. This will help reduce lead times in the field, and in fabricating and shipping custom frames to other glass shops and contractors.

CARRYING OUT THE PLAN

Although Andy still works in the field when needed—taking measurements, doing site surveys, giving a hand on bigger jobs and fine-tuning custom

A man wearing a dark blue shirt with reflective yellow stripes, a dark cap, and safety glasses is working in a workshop. He is using a tool to fine-tune a large sheet of glass that is held in a frame. On the workbench in front of him are a yellow container, a metal can, and a clipboard with a red cover. The background shows shelves with various materials and tools.

Luis Barrera fine-tunes this sheet of glass to ensure it's exactly right for a project.

“My staff is hand-picked and expertly trained, not only to do the work, but also to problem solve and make decisions and adjustments to jobs as they arise.”

Anderson (Andy) Medina

work—his main focus now is talking more with customers and contractors to land bigger contracts. It's all part of the master plan for his business and his family. The dream of this entrepreneur is one many Americans strive for, and shows the timeless value of customer relationships and quality service.

“I wanted my family business to be a staple in the community and provide for future generations. This is why the business bears my name and not a ‘fictitious’ one. We focus on relationships with customers and they have come to know that Medina is synonymous with quality and dependability,” he says.

Andy comes from a family that has a long history in the military, with many veteran and active military members, so he wanted to create a safe L.Z. (landing zone) for them when their tours were over. “When they come home and work as a unit here that makes me smile the most,” he adds.

The company also extends benefits to others by providing some at-cost services to veterans, active service members, first responders and senior citizens. It has also donated time and materials to local law enforcement groups and churches. It does this quietly to help others. “We’re just doing it because it’s the right thing to do,” says Kathy.

“Hopefully, when I’m ready to retire, my daughter and my nephews can take over completely and continue building the company, and eventually pass it on to the generation after them. It is my dream to build a company that will leave a legacy of financial security for my family for generations to come,” says Andy. 🦉

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