

Basco Rolls Out Hassle-Free Installation Initiative to Atlanta

Basco Shower Enclosures www.bascoshowerdoor.com, the industry leader in tub and shower enclosures, is continuing to expand its factory installation program to help complement the showroom sales efforts of plumbing wholesalers and distributors in the Atlanta market.

The improved, turnkey installation program provides Basco dealers in the Atlanta area with professionally-trained installers that have undergone complete factory training at Basco's state-of-the-art training facility. During the comprehensive program, installers get hands-on installation training, learn measurement and drawing skills and get first-hand knowledge of the variety of Basco products.

"We take a lot of pride in our factory installation program," said Cindy Goodwin, vice president – Sales and Wholesale Plumbing at Basco. "Our installers go through a pretty rigorous training program that gives them the techniques they need for proper measurement and flawless installation."

The company says that the main goal of this factory-backed program is to provide Basco customers in Atlanta with an uncomplicated installation solution.

"We want to make it as simple as possible for our customers to be able to sell the measurement and installation piece while selling the shower enclosure, and ultimately help them increase their sales," said Goodwin.

Obtaining the exact measurements of a shower door is critical to a perfect fit. Basco guarantees that a shower enclosure is installed right the first time by making sure installers obtain secure measurements and assess whether or not a particular door will work in a particular space.

During the process, Basco manages the measurement and installation of the shower enclosure and handles any questions or concerns the homeowner may have once the door is installed.

"We take responsibility for the measurement and installation piece," stated Goodwin. "When all is said and done, we want our customers to be able to sell a shower enclosure with installation and then forget it. We really want our wholesalers and distributors to understand how easy the process is."

The basic steps to Basco's installation program include:

1. The wholesaler assists customers with choosing a shower door that fits their style and need and then simply submits a request for measurement and quotation from Basco.
2. The wholesaler reviews the quote with the homeowner and puts in an order for the door and the installation.
3. Basco contacts the homeowner to set up an appointment, installs the door and remains the point of contact for any questions or concerns from the homeowner.

Goodwin emphasized that if these simple steps to the measurement and installation process are followed, it really is as easy as 1-2-3. "Communicating how the process works with our customers is essential to making certain that everything runs smoothly and that everyone is happy."

Basco has more than 50 years experience exclusively in the shower enclosure industry. The company's installation network currently provides coverage to a number of markets across the country, with the goal of expanding that coverage to many more markets this year.