

To all Jarmac Dealers:

We have been notified from Lenbrook that they are terminating all representatives in the United States for NAD, PSB & Tivoli. After 30 days we will no longer be able to help you with NAD in the New England marketplace. While this does not come as a total surprise, it does highlight the poor choices that some manufacturers are making at a time when they need sales and service the most.

It's no secret that retail sales are down and many retailers have scaled way back or closed their doors all together. For this reason, Lenbrook decided to seek new relationships that stray far from their original intentions....namely catalogs & the internet. We have been constantly told how much business these companies (Crutchfield, Amazon, Audio Advisor, etc) were doing versus the retailers & integrators, and Lenbrook they decided "weren't worth the efforts" being put into them.

Yes it's easy to post items online and have local companies sell/demonstrate the product for them, and then take the order. It's also easy to blame poor sales on the dealers and reps. This is the modern paradigm that Lenbrook has decided to join. Instead of work and innovate, they wish to be clerks for their products. It's too bad, because the NAD & PSB brands were once synonymous with quality dealer support and representative loyalty.

Alternatively, many integration companies have seen a rebound in business from the lows of a couple years ago and many are actually thriving. The integration dealers as a whole are doing much better than their retail counterparts because in fact they are the new specialty dealers. These companies have a business model that offers something they can't get from the big box/internet retailers.....service & support. They are the new wave of companies that know how fleeting the internet and "paid for advertising" in catalogs can be. These vendors and dealers strive to make customers happy, produce new and innovative products, and support each other during tough times. They understand that the world is in a recession. Honestly....when did these vendors stop listening to the news?

It's all because they "expect" things from the market that no longer exist. They expect double digit sales increases to happen regardless of the economy. They expect good customer service to no longer be a necessary part of their business model. They expect products that are not relevant to the marketplace to be sold versus other brands which are better and show more value to the customer. And the most amusing....they expect their dealers will respond favorably to less interaction, less problem solving and less customer service. I say good luck with that.

When was the last time you had a manufacturer go direct and see their sales representative more than you see someone from Jarmac? When was the last time a vendor salesperson knew more than one of Jarmac's trusted salespeople? The fact is that a manufacturer's direct salesperson does not see independent retailers & integrators very often and have very little to add to your way of doing business. They will always tell you how "they will be different"...but it's a model that cannot work. These salespeople while being well intentioned, will fall into the same pitfalls that these manufacturers find themselves....they will need to focus on a few large companies because that is how they achieve the goals that are thrust upon them.

A good example of our dedication to your business is the new division we have opened...Jarmac Design (<http://www.jarmacdesign.com>). This division is dedicated to meeting with Architects and Designers to introduce, teach and connect them to our products and most importantly to our dealers. We make connections that will bring you more jobs...larger jobs....better jobs. When and if they visit you, ask your Lenbrook Salesperson what they are doing to bring you additional business. At Jarmac...this is our reason for being. We support you and believe in our mutual business.

Independent representatives (when done properly) offer a high quality level of sales, service and support that no manufacturer direct salesperson can match and we do it less expensively than a direct sales force. We know your business and your needs more than someone who sees you once or twice a year (if that) can ever know. We are there for you because we are your partners. We believe in your business and we live your business, which is why we are good for each other. My suggestion is to let the manufacturers who choose to take their business away from the independent dealers & representatives, live and die by those decisions. Let the marketplace do what it does best...equalize.

Proudly,

Peter Dyroff & The Jarmac Group