

The Days of Avoiding Technology Have Passed Stay Connected with The Pre-Owned Pros

Some of us in the After-50 demographic had managed to avoid technology like the plague. Then the plague actually came and completely flipped the script on so many of us. Almost overnight, technology like smart phones, tablets and computers, evolved from optional to absolute necessity. Doctor's moved to tele-med appointments, employers switched to video conferencing, and video chats became the only way to get together with the grandkids.

If you are in need of technology or technology support, and haven't

had to opportunity to meet them yet, I'd like to introduce you to The Pre-Owned Pros at Blutusk Tech (dba Experimax) in Orchard Park. Avoid the mall and shop their "boutique-style" store for Pro-Certified pre-owned iPhones, iPads, MacBooks, iMacs, AppleWatch, AppleTV and more. They also have a wide-range of tech accessories and even offer Consumer Cellular phone plans. They also offer Pro Repairs for Apple products, PC's, Android devices and more, all with outstanding customer service.

So how did this all come together? Their story is about family and integrity...

A True Family Business

When the husband and wife team of Jeff and Gina Siepierski decided that it was finally time to take a leap of faith and embark on a new business venture together, it was important to them that they establish a business powered by the synergy of their combined unique talents. Also a top priority was that the new venture provided a genuine

"service with integrity" for their community. The opportunity to be the go-to "mom-and-pop shop" for pre-owned Apple products, service, and support was exactly what they were looking for, and as it turns out exactly what the community had been missing.

Jeff spent 17 years in big-box retail in Orchard Park and became a



familiar face to most people in the community. He always enjoyed providing outstanding customer service, but the big-box corporate environment slowly eroded away at most opportunities to provide a customer service experience that he believed his customers deserved.

Gina has been a freelance graphic designer and marketing consultant for almost 25 years, and as most people are aware, graphic designers love their Mac computers. So, of course, Gina was a self-proclaimed "Mac geek." Jeff quickly inherited his love for Apple products from Gina.

More and more, Jeff craved the days of customers leaving with exactly what they needed — nothing more, nothing less — rather than what the corporate office wanted him to sell. So together, Jeff and Gina began bouncing business ideas around and researching business opportunities. Then, in February 2016, a new opportunity appeared on the list with a business model that not only focused on retail, but also on

Apple products.

"We looked at it as a 'dream team' situation because it combined Jeff's professional retail experience and absolute passion for customer service, with my love of Apple products. We were excited about the opportunity to work together in a way that would complement each other's ability and talents. It was immediately clear that we had found the perfect synergy for our family," said Gina.

The next question was, "Where?" Given the popularity of Apple products, the Siepierski's felt that the Southtowns were underserved and the perfect location for those who don't want to drive to the Walden Galleria or the Northtowns for Apple support, services, or products. "We felt very confident about choosing Orchard Park for our location because we have both called the Southtowns home for our entire lives, and we knew the community would both benefit from and appreciate our presence," Jeff added.



Dan and Cooper Siepierski, Junior Pros, lending a hand painting the breakroom during the building phase at Blutusk Tech.

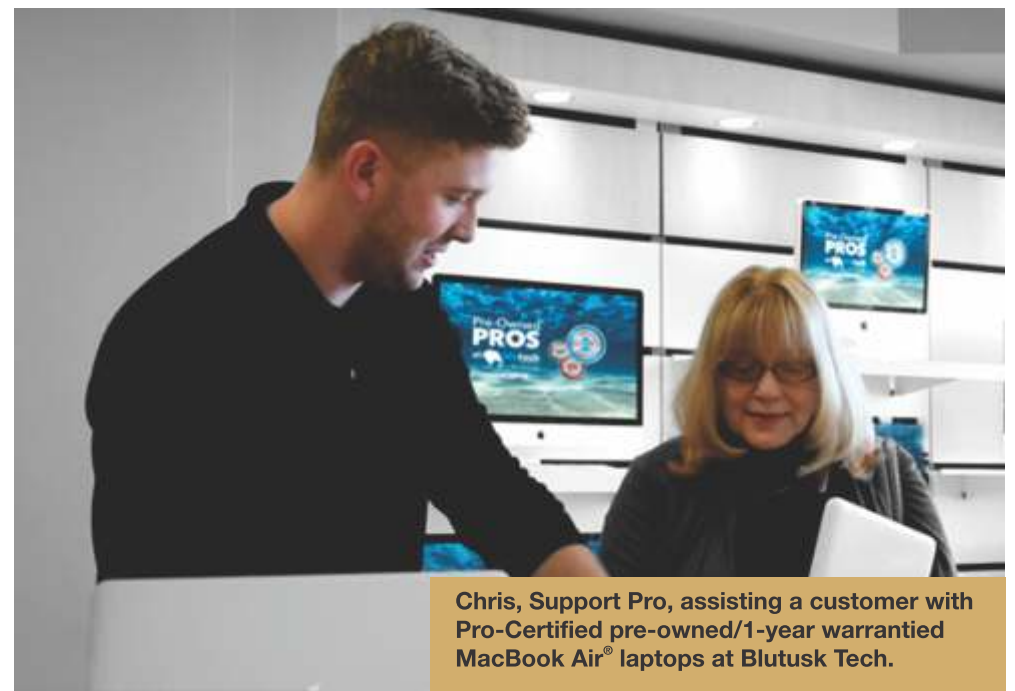
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So the Siepierski's took the leap ... Jeff left his job, and together with Gina they overcame all of the challenges that present themselves when starting a business. And there were plenty challenges to overcome. It was exciting, but there

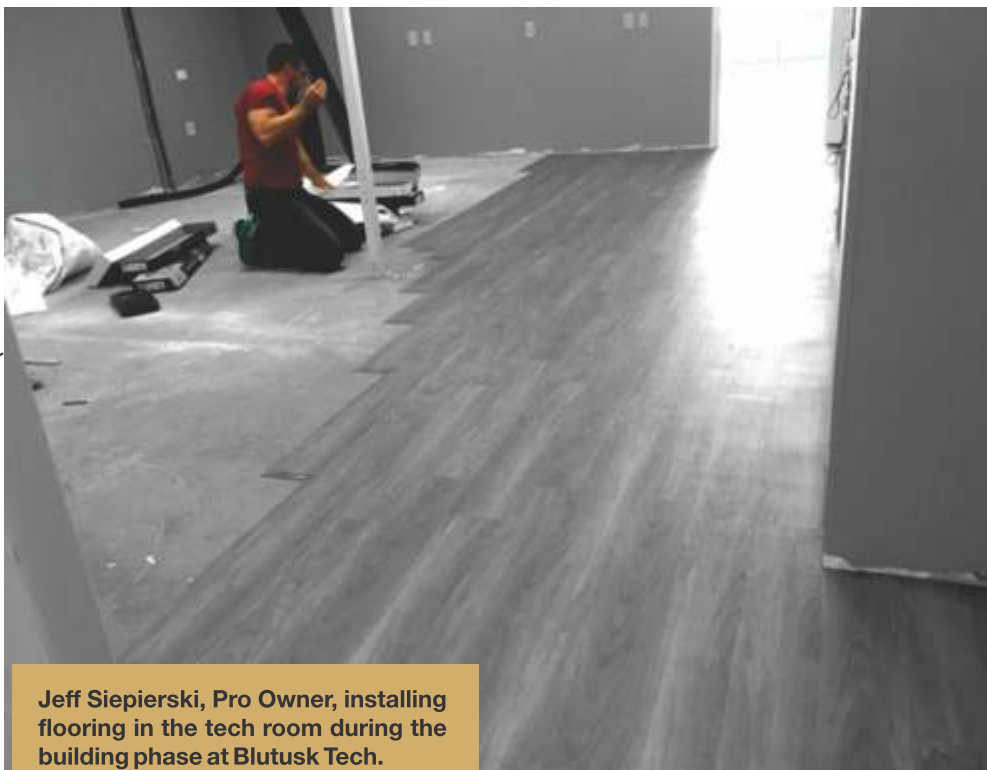
were also some stressful and trying days before everything finally came together. The Siepierski secured their financing, signed a lease for an amazing central location – in the 5-Corners Top's/Lowe's Plaza, behind Taffy's, between Moe's and Independent Health – and began construction. Their hard work and sweat were entombed in every paint stroke and each plank of flooring. Gina looks back on those days with pride. “I would run over to get food from Moe's with crazy hair and covered in paint. Then I would walk back into 'our' store and see the progress, and just get overwhelmed with emotions. We were making it happen – together. We really are the 'dream team!’”



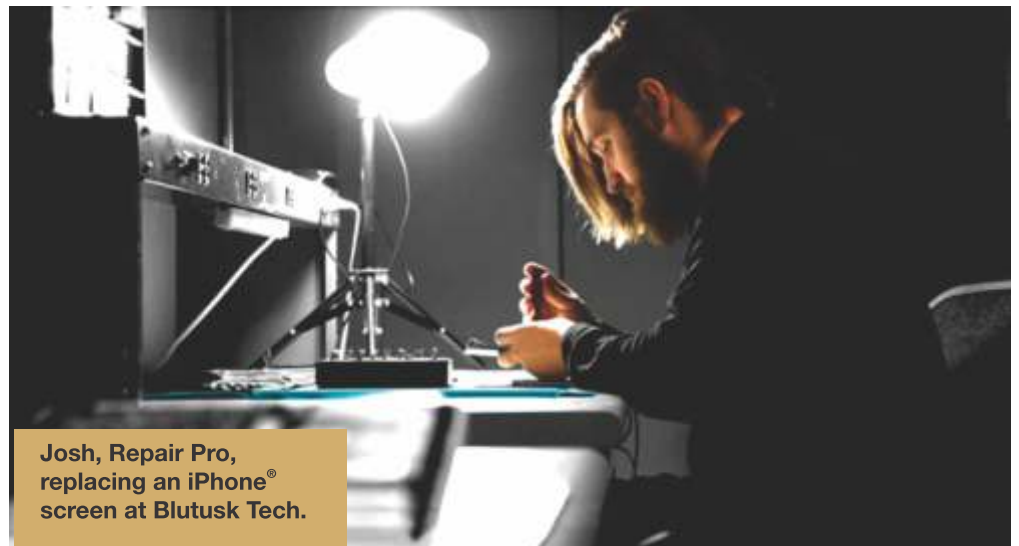
Chris, Support Pro, assisting a customer with Pro-Certified pre-owned/1-year warranted MacBook Air® laptops at Blutusk Tech.

To round out the team of Pros, the Siepierski's needed to find a full-time computer-geek-techie-nerd. Quite a few resumes came through, but Josh was a standout

with extensive experience on PCs, an interest in electrical engineering, motivated to be self-reliant, and an obvious talent as a quick study. The Pro Team came together beautifully.



Jeff Siepierski, Pro Owner, installing flooring in the tech room during the building phase at Blutusk Tech.



Josh, Repair Pro, replacing an iPhone® screen at Blutusk Tech.

But the husband and wife “dream team” knew they couldn't do it alone. They needed a team of Pros at their side. In his big-box retail days, Jeff managed over 80 employees and was the regional trainer for new managers, so he didn't take the hiring process lightly. It was important to Jeff to build a team of like-minded people that shared his passion for customer service, and commitment to “service with integrity.”

Jeff immediately thought of Chris and started the process of recruiting him. Chris was one of

his most trusted employees, had a complete understanding of today's technology, and a genuine appreciation of the importance of old-school customer service. But recruiting him wouldn't be easy since Chris would have to leave the security of a large, long-established company for a small brand new start-up. Luckily, Chris weighed the risks and saw the value of becoming a Pro for a boss who not only needed to build a Team, but that also considered him a friend, rather than just an employee number in an HR database.

On November 14, 2016, the Pre-Owned Pros' new technology store, Blutusk Tech, LLC (dba Experimac – Orchard Park), officially opened

for business, providing Pro-Certified pre-owned/1-year warranted Apple products. While their Pro-Repairs cover everything from Apple prod-



Pro-Certified pre-owned/1-YEAR warranted Apple® products at Blutusk Tech.

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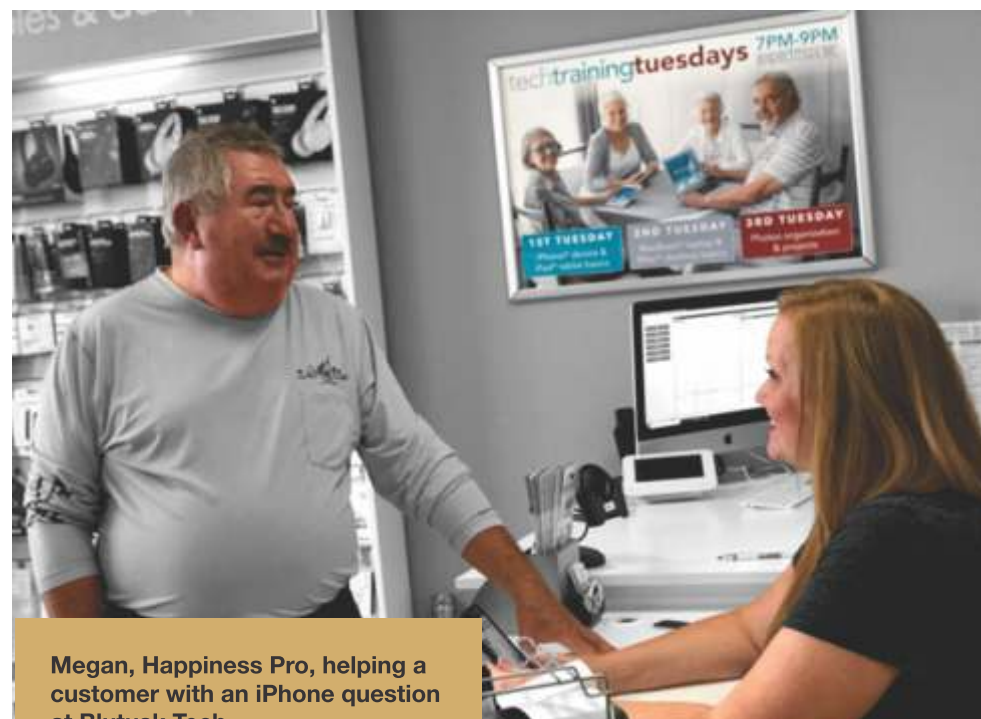
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ucts to PC's and gaming systems, their Pro-Certified pre-owned Apple products include iPhone devices, iPad tablets, MacBook computers, iMac desktops, AppleTV devices, AppleWatch, and a wide range of cases, chargers and accessories.

promise of “service with integrity.”

As a result, customers notice a welcoming “boutique-style” atmosphere as soon as they walk in, and experience a commitment to customer service that is absolutely unheard of these days. “As a small family business, we appreciate every customer, we take their trust to heart, and we work very hard to make sure they get the most out of their investment in our Pro-certified pre-owned Apple products,” said Gina.

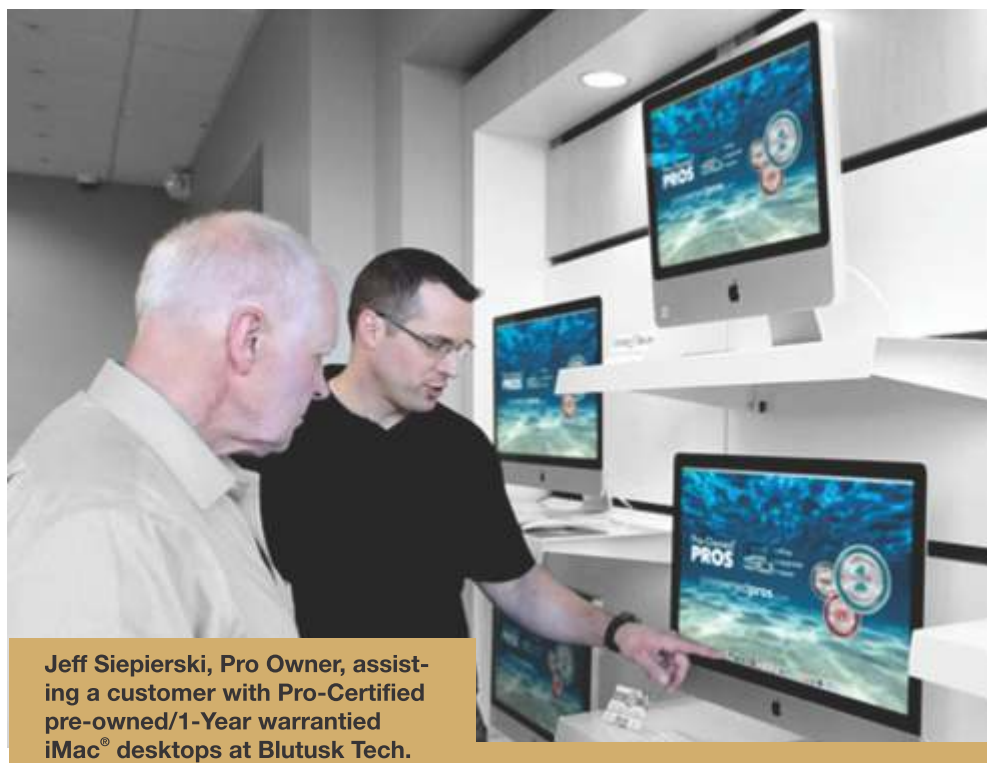
But this had to be so much more than your typical technology store. The Siepinski's had a responsibility to their new Pro Team. “It blows us away when we think about the fact that we now sign off on pay checks and that we have created actual jobs! It might sound silly to some, but it is a huge responsibility that we don't take lightly,” said Gina. The Siepinski's also had a responsibility to their family after taking such a big risk, and a responsibility to their community to deliver on their



Megan, Happiness Pro, helping a customer with an iPhone question at Blutusk Tech.

her title is actually 'Happiness Pro!' I am lucky enough to have her as my

sister, and now our customers get to enjoy her infectious smile too.”



Jeff Siepinski, Pro Owner, assisting a customer with Pro-Certified pre-owned/1-Year warrantied iMac® desktops at Blutusk Tech.

Happiness Pro

The Pre-Owned Pros at Blutusk Tech, take your happiness seriously. So seriously, that they have added a “Happiness Pro” to their Pro-Team! The Pro Team has gone from family-run to extended-family-run with the addition of Gina's sister Megan, who boasts the title, “Hap-

piness Pro.” Gina explained, “Since we opened in November of 2016, we have always appreciated every customer, and we always try to make sure that every customer leaves with a smile. Now, with Megan on the Pro Team, well, she takes customer service to a new level and is such a joy to have in the store. Ask her for a business card,

More to Love with Consumer Cellular

When you shop with the Pre-Owned Pros at Blutusk Tech, you are now shopping with the only independent retailer in Western New York to offer Consumer Cellular plans. The Pre-Owned Pros have always delivered up to 60% savings on Pro-Certified pre-owned iPhone devices including a 1-Year “Like New” warranty, account set up, data transfers, and unlimited Tech Training Tuesdays. Now, it is with great excitement that Pro Owners and husband and wife, Jeff and Gina Siepinski, announce that they are an independent retailer for Consumer Cellular. As Gina explained, “While teaching Tech Training Tuesday classes, I would hear rave reviews about Consumer Cellular. As a Consumer Cellular independent retailer we can now explain the service options, help with plan selection, assist with setting up a new Consumer Cellular account online, and get their phone activated before they walk out the door.” Your device options include brand new flip phones, entry level smart phones, and of course their affordable Pro-Certified pre-owned



Jeff Siepinski, Pro Owner, explaining Consumer Cellular plan options to a customer at Blutusk Tech.

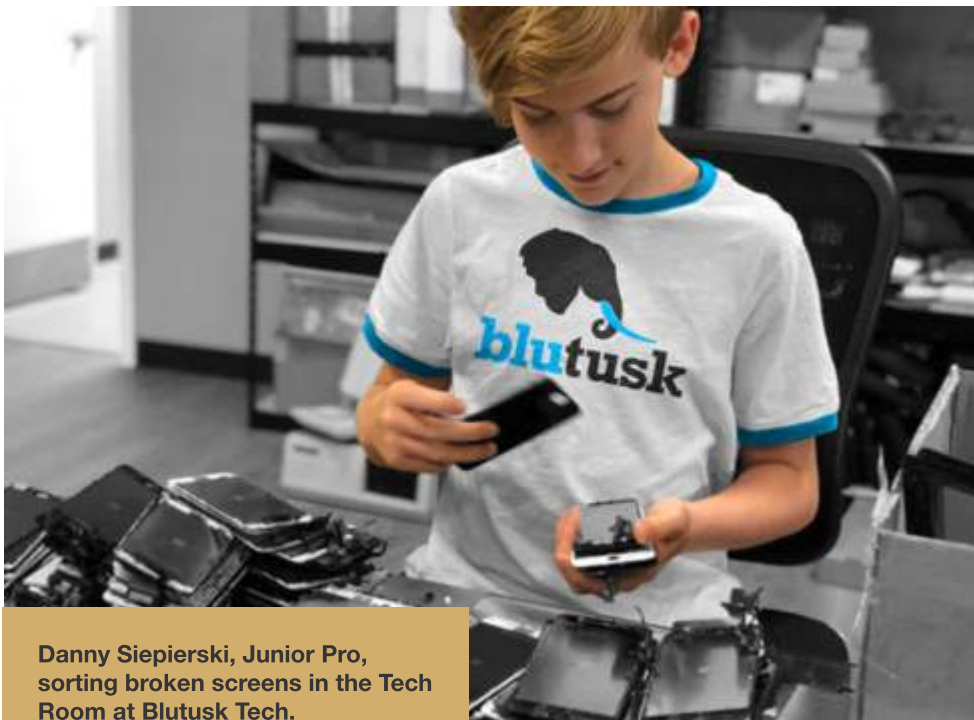
iPhone devices with a 1-Year “Like New” warranty and unlimited Tech Training Tuesday* classes included.

So, what exactly makes Blutusk Tech so different?

Family:

“Our kids go to school in Orchard Park and they both spend days off and time after school with us here at

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Danny Siepierski, Junior Pro, sorting broken screens in the Tech Room at Blutusk Tech.



Students enjoying Tech Training Tuesday iPhone/iPad Basics at Blutusk Tech (pre-pandemic).

Tech Training Tuesdays*:

"If you don't judge me on my terrible cooking," Gina jokes, "then I won't judge you on your tech-skills. This is what I do all day, every day. I am supposed to know these things! There is no shame in having questions." Gina has committed herself to ensuring that their customers have the opportunity to get the most out of their Apple product investment with Tech Training Tuesdays* Classes designed specifically for the after-50 market. Classes are included and unlimited with all computers and devices purchased from their store (regular price \$20 per person per class, or free when you "like" their page and register for class on Facebook). Gina personally teaches each class from 7 to 9 p.m. on Tuesday evenings;

- every 1st Tuesday of the month focuses on iPhone and iPad device basics
- every 2nd Tuesday focuses on iMac and MacBook computer basics
- every 3rd Tuesday is Photos Project Basics.

*Tech Training Tuesday classes are on-hold due to COVID-19. Call 716-608-6874 to see if they have started up again. All classes are listed online at www.PreOwnedPros.com/classes.

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Honesty and Integrity:

The Siepierski's deliver on their promise to provide "service with integrity." Jeff has built a Pro Team that knows and understands that customers require guidance to determine their needs. They make sure the specifications of the devices they sell match the needs of each individual customer. "A professional photographer has very different needs than a snowbird retiree on a budget who is looking for a light, portable but reliable laptop to travel with," said Jeff.

Pro-Commitment:

The Pre-Owned Pros at Blutusk Tech stand behind their products and service with a one-year "Like New" warranty on all Pro-Certified pre-owned Apple products, and with a 90-day warranty on all repairs and upgrades.

Convenience:

No appointments necessary at Blutusk Tech; customers can pull up with convenient ample parking and walk right in for repairs or sales. iPhone screen repairs are typically completed within the hour, battery replacements within 20 minutes, and forget the struggle of carrying your iMac through a parking ramp or mall as Jeff and his team provide curbside carry-out/in service.

Savings:

Shopping Pro-Certified pre-owned Apple products at Blutusk Tech can save you up to 60% off retail. 0% percent financing is available and you can save even more with trade-in values 10% over competitors' published rates.

Pro Support:

Jeff and his Pro Team understand that it's their job to have an understanding of technology that customers don't typically have, especially the baby boomer generation who didn't have the luxury of today's technology while growing up. Every customer enjoys Pro Support, honest one-on-one service and each purchase includes data transfers, account setup, and unlimited Tech Training Tuesday* classes. On-site or at home Pro Set-up and small business services and support are also available.



"Proud moment!! Maureen attended our Tech Training Tuesdays Photos class last June, and brought her beautiful photo book project in for us to see. It came out great!! Thank you for sharing it with us Maureen Thomas" Facebook Post by Gina



Megan, Happiness Pro, assisting a customer with consumer cellular options.

As The Pre-Owned Pros at Blutusk Tech approach their 4th anniversary, the Siepierski's look forward to celebrating as a family along with their original team members Chris and Josh, along with Happiness Pro Megan. "It means so much to us that our customers have put their trust in us enough to refer their friends and family – including seniors who are often targeted by phishing scams – their trust is a really big deal!" said Gina. "In all sincerity, the support we have received from our customers leaves us speechless. Their trust in us is what allows us to work together as a family. We are just so very grateful for each and every customer."

With their after-50 customers' health and safety in mind during this COVID-19 pandemic, The Pre-Owned Pros have taken many precautions to re-open safely including; when you enter their bright and clean "boutique style" store you will be

greeted with a big smile hidden behind a mask for your safety, mask requirements – over the nose – are strictly enforced, surfaces are sanitized between customers, Tech Training Tuesday classes have been put on-hold, and they have invested in new HEPA filtration systems, plexi-glass barriers, hand sanitizer stations. For those most at risk, ask for one-at-a-time "Super Shopping" appointments or curbside service.



A view of the plexiglass barrier at the cash register, mask requirement, and Megan, Happiness Pro, diligently sanitizing between each customer.

We encourage you to visit Chris, Josh, Megan and the Siepierski family Monday through Friday from 10-7 and Saturday 10-5 (closed Sundays) at Blutusk Tech, LLC (dba Experimac – Orchard Park), 3229 Southwestern Blvd. in the 5-Corners Top's/Lowe's Plaza, behind Taffy's, between Moe's and Independent Health. If you have any questions, please call (716) 608-6874, visit PreOwnedPros.com or Facebook.com/SouthtownsPreOwnedPros.



Whether you visit Blutusk Tech for repairs, to shop Pro-Certified pre-owned/one-year warrantied Apple products, or to take a Tech Training Tuesday* class, you can be confident that you will receive friendly, instant walk-in "service with integrity." They love what they do... that's their SUPERPOWER!

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