

LYNN NEIGHBORS



Rogers family business still thrives after three generations

LYNN

By LaToya Murphy
FOR THE ITEM

Business owners everywhere could take a cue from the Rogers family running the Greg Rogers Company Inc. Maytag Home Appliance Store, who are celebrating their 51st anniversary this year.

The Western Avenue family-run business that only sells items manufactured by the Maytag Co. attributes its long-term success to their high attentiveness to customer's needs. Since its beginnings in 1958, the Rogers family has made it their priority to work for the people and they believe that is what has allowed them to remain in business for so long.

"It's definitely because of our honor and reliable service with a great deal of attention to people's needs," said John Rogers, treasurer and former co-owner of the appliance store. "Our main business here is service."

Rogers recalled that when he first began the business with his brother, business was slow. He was making a meager \$50 per week and paying \$8 per week to rent the building where the business still remains to this day. Even then, the Rogers brothers maintained their com-

mitment of service to customers by performing house calls for only \$3.50 per hour.

The Rogers are a family of businessmen, stretching back as far as 1945 with the start of their first appliance store in Wakefield. The Lynn store is currently in its third generation and under the management of brothers Peter and Michael Rogers, sons of John Rogers. Their cousin Christine Rogers works as a receptionist in the store as well.

The family has made no attempts to expand the store locations because they want to conserve the close-knit feel that they have developed in the community. They are all very knowledgeable about all of the items that are sold in the store, giving the customers the assurance that they are dealing with a company capable of answering any questions that they may have — a novelty that is not always present in other stores.

"Our focus is on containing the business so that we can control it and do well with it," said Rogers. "We specifically service certain things that we know a great deal about. We don't try to do it all. My sons are well versed in what they do. We are very good at what we do."

The appliance store boasts a

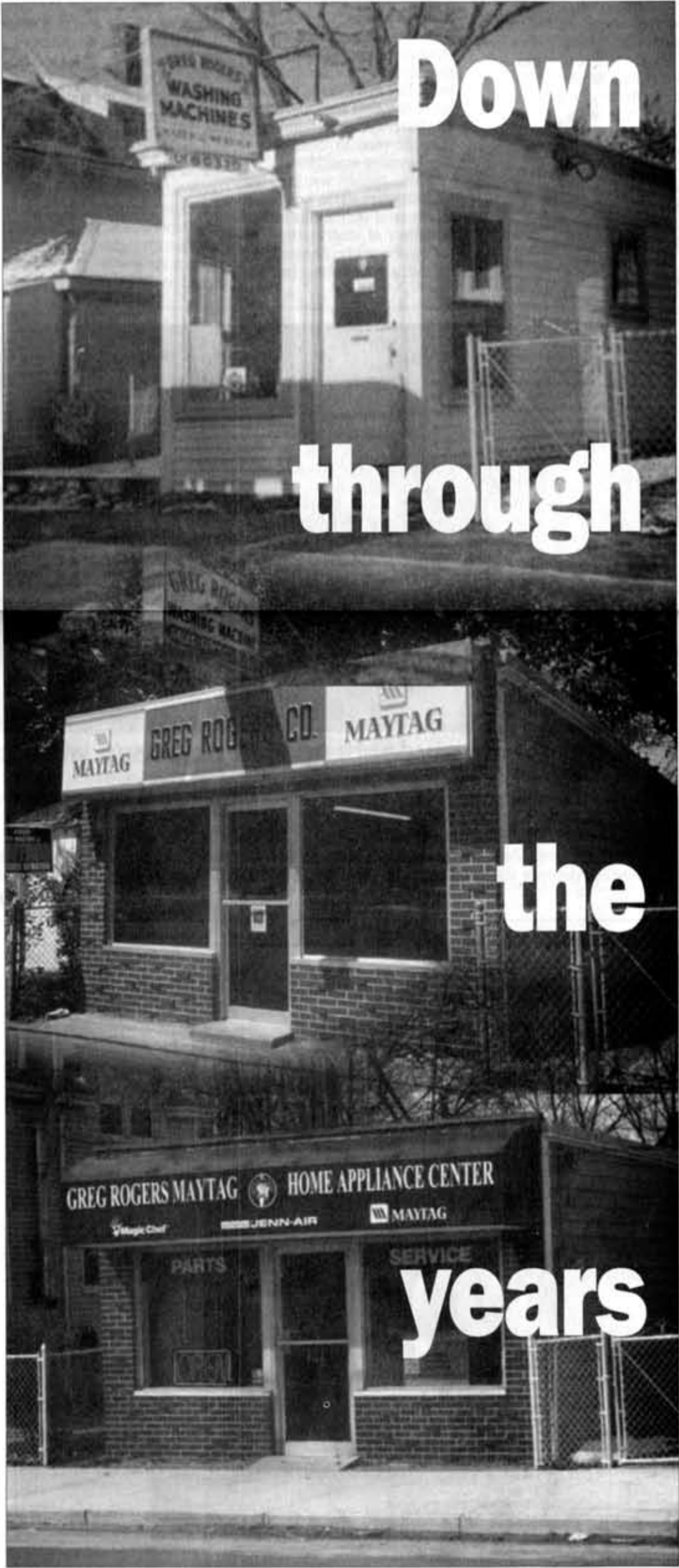
database of approximately 27,000 satisfied customers. In their system, they log a history for each customer that includes any appliance purchases or repairs and any warranties that may affect these. When a customer calls or makes a purchase, the sales associate is able to view any past transactions which most customers find convenient.

Rogers said that he was not aware of any other businesses that practice similar customer history logging. He credits the customer's "sense of loyalty" to what he referred to as a "reliable database."

Due to word of mouth, the Greg Rogers Co. Inc. has not had to rely on much advertising. Even in the midst of national dwindling economic growth, the appliance store has seen no shortage of customers.

"Fortunately for us, when the economy turns, we do have that service angle working for us. We've never had an unprofitable year here in 51 years," said Rogers. "We are having one of our best years."

The store does not have much planned for their anniversary, but visitors to the store may notice an anniversary emblem printed on the sales associates' shirts.



Down

through

the

years



Greg Rogers Sr. and Junior, 1945.

The store front, over the last 50 years, in Lynn. At top, the original store in 1959. Middle, the first remodeling in 1963. At bottom, the store as it is today.