



P

ecar Home Theater Electronics plugged into the quality sound boxes early and has resonated ever since.

Since its founding 32 years ago in Detroit, Pecar's has sold the lifestyle and not just the box by holding or participating in unique marketing events, issuing a newsletter and making full use of a well-qualified direct-mail list.

The dealership also has innovated by creating a sister company with a separate identity to sell communications products and mid-range consumer and mobile electronics.

"The ability to help customers create a full system, whether in a single room or throughout the house, helps differentiate the specialty retailer from the big-box operations," points out owner Tony Fallone.

"While we still sell single pieces of equipment, the majority of our customers choose to have us work with their builders, designers and architects to integrate a system into

Owner Tony Fallone (left), director of marketing Kathleen Pecar and general manager Randy Blanchard sell a lifestyle, not just a box.

the house during the building process," he adds.

"Our Oakland County customers, many of them building new homes, recognize the value of this approach, and our Customer Base in that area has exploded," Fallone maintains.

Pecar's primary home theater location is on Rochester Road in Troy, Mich., a suburb north of Detroit. The expansion to Troy beyond the original store in Detroit occurred eight years ago to capitalize on the tremendous population growth in the upscale Oakland County area.

This move fit well with Pecar's philosophy of helping customers create an audio and video system throughout the house, rather than imitating the cash-and-carry approach so popular at new mega-retailers.

Founded by Allen Pecar in 1946 on Detroit's east side, by the 1950s the dealership was selling high-fidelity consumer electronic equipment. Today, the dealership is owned and operated by Pecar's son-in-law and daughter, Tony and Margaret (Pecar) Fallone.

The tremendous growth of the population surrounding the Troy store coincided with significant changes at

the original Pecar location in Detroit.

Pecar customers in Detroit were buying big-screen televisions and stereo systems, but the high-end products always featured at the dealership simply did not fit the demographics of the changing urban area.

Rather than abandon a fruitful 50-year history at the site, Pecar's instead purchased the building the dealership had been leasing for years and made changes that would ensure success with the evolving customer base.

WOW! BOW!

Pecar's WOW! Electronics is the result of that adaptation. An entirely separate product selection at the store includes more mid-range audio and video products, home and cellular phones, pagers and car audio and alarms.

The expansion resulted in a proclamation from Detroit Mayor Dennis Archer recognizing Pecar's continued commitment to the city.

For five years, WOW! Electronics also has operated stores offering cellular phones and pagers in two neighboring suburbs, St. Clair Shores, Mich. and Mt. Clemens, Mich.

Selling outside the box

The Pecar family has built its business by demonstrating that home theater does not fit in a box.

Pecar Featured in Home Theater Industry Magazine