

THAT'S MY BUSINESS

Karl Reed shares the secrets of the success of his Altrincham based business, Able Joinery Ltd

What we do: A wide range of joinery and glazing services to improve property. Popular services include replacement windows and doors, including period reproduction styles with the latest heat saving twin pane glazing; modern timber and uPVC windows and doors. We also renovate and upgrade windows, including sash windows using latest methods and materials; including draught sealing and double glazing. We provide property maintenance services, including woodwork repairs, double glazing repairs, including locks and misty pane replacement. We also update or renew kitchens and can project manage refurbishments.

Who we do it for: Local householders, schools, churches, businesses, nursing homes, landlords, lettings agencies, block management companies.

What makes us special: We are pleased to offer varied, tailored solutions to suit, to different budgets and do not try shoehorn a client with one or two standard products. We always do what's best for a customer and not what's easiest for us. Our wide experience and range of skills makes this achievable.



How we got started: After nearly 20 years in joinery and glazing, I started Able Joinery from home in 1997. Demand soon increased and numerous staff have been added over the years, giving a "team" approach which gives our customers the best service. A move to our current address took place a few years ago and we have twice expanded into more space as it became available.

Business person I most admire: There are several local business people who I look up to. I admire hard working, honest, self made people who are modest, non showy and aren't afraid of getting their hands dirty.

My right hand woman is: Kim, my wife and co-director. I always feel safe knowing

she is dealing with something. She is also a great mother to our children and nearly sneaked into the previous category.

The secret of our success: We are firmly focused on detail, punctuality and service. We are well organised with computer systems and mobile email, but still know all our customers personally. I am always first in and last home and don't clock off until I have completed all my promised tasks. We are always grateful for any order and treat customers spending £30 the same as those spending £30,000.

My business philosophy/ top tip: I am never too big for my boots and value all customers' needs and inquiries even at times when our order book is bulging. I am driven and push myself, regularly working 60 hours per five day week. Being able to add up is essential too! I always force myself to do a couple extra tasks at the end of each day; by the end of the year 500 extra things get done!

When I'm not working I like to: Enjoy the company of my family and friends and still manage to play badminton at a decent level.

My next move: I'm happy to keep working with my loyal customers and staff, I'm still checking my lottery results twice a week though!

