



105 Douglas Road East
Oldsmar, Florida 34677-2911
1-800-762-3056
Fax: 813-855-4284
ssmith@ss-electric.com

For Immediate Release

**S&S Electric Co., Inc. introduces “New Home Option Sales Team”
to provide Builders with Turnkey sales solution**

TAMPA, FL (February 1, 2002) – S&S Electric Co., Inc. introduces New Home Option Sales Team to provide Builders with a Turnkey sales solution. Our goal is to help our Builders recognize additional revenue by selling to their customers the optional upgrades available for the applicable systems being installed by S&S Electric Co., Inc. (Electrical, Air Conditioning, Structured Cabling, Audio/Intercom, Satellite and/or Security Systems).

We are providing Builders with our staff of residential system specialist to act as an extension of their existing sales teams. We intend on having our representatives be a part of the standard “color selection process” meeting with each homebuyer, reviewing the plans, specifications, and optional upgrades available for their new home. We intend to provide a Turnkey solution by presenting, selling, and processing the paperwork associated with sale and installation of our optional upgrades, reducing the workload for the builder’s own sales team.

Each of our “New Home Option Sales Representatives” have been recruited from the industry and all have vast experience selling either Air Conditioning, Security, Structured Cabling, and/or Audio/Intercom options. We have crossed-trained our team so that they are specialists for all the products and services offered by S&S Electric Co., Inc.

Installing confidence since 1947, S&S Electric Co., Inc. is West Central Florida’s premier home systems contractor for many of the nation’s top homebuilders. With more than 250 employees and offices in Oldsmar, Tampa, Sarasota and Naples, the company installs over 3,500 systems in homes annually. S&S Electric’s extensive service offering includes Electrical, Air Conditioning, and Structured Cabling Systems, as well as the expertise of an award-winning team of designers, installers and technicians recognized throughout the industry for providing customers with value-added, reliable, quality system installations.

###