

Bekins Earns Their Highest *Custom Electronics Pro* Ranking Ever

May, 2023

Custom Electronics Pro magazine has ranked Bekins 1st in Michigan and 14th in the United States.

The magazine ranked companies on revenue from the sale and installation of electronics and Smart Home Appliances in 2022.

Bekins is a local, family-owned appliance and electronics company in West Michigan. Presidents from some of the world's largest manufacturers have requested to visit their state-of-the-art, interactive showrooms in Grand Rapids and Grand Haven. Their Warehouse and Service Center in Coopersville acts as their operations hub where they recycle an average of 320,000 pounds of materials each year.

This year's CE Pro ranking shows no one in the state provides more Smart Home Solutions than Bekins. Started as an appliance service company in 1975, they now sell, install and service both appliances and electronics. However, President Scott Bekins says they still put service first.

"We design and install the coolest home automation systems and smart appliances." Bekins said. "However, our customer service is not automated. When you call our company during business hours, you talk to one of our employees. If you chat with us, it's a real Bekins person. Our installers and service techs are trained, career Bekins Professionals. You can get products anywhere, but only at Bekins can you get our service."

This is the ninth time CE Pro magazine ranked Bekins first in the state as part of their annual national Top 100. Bekins' previous best national ranking was 38 in 2014.

Bekins has earned 30 national and international honors, which is a number that does not include:

- features in national magazines.
- a local Better Business Bureau Torch Award for Ethics.
- 20 consecutive Grand Haven Tribune People's Choice Awards.
- a Coopersville Chamber of Commerce Retailer of the Year honor.
- numerous individuals who earn Custom Electronics Design and Installation Association (CEDIA) certifications.
- the Home Technology Association's highest certification, HTA Certified Estate.

For more information about services Bekins provides, visit their website www.bekins.us.

Click the following link to view the complete CE Pro Top 100 rankings:

https://www.nxtbook.com/emerald/cepro/may_2023/index.php?utm_source=email&utm_medium=mc&utm_campaign=408850#/p/30