

# CEPro Showroom

THE BUSINESS RESOURCE FOR CUSTOM INSTALLATION

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# TOP 30 HYBRIDS

CE Pro Showroom's fifth annual list of specialty retailers with installation operations concentrate on service during the economic slowdown.

## TOP HYBRIDS

### 1. Tweeter

**Location:** Canton, Mass.

**2007 Installation Revenue:**

\$199 million (estimated)

**No. of Showrooms:** 104

■ Currently in Chapter 11 bankruptcy protection, Tweeter has refocused from being a retailer of consumer electronics to being more of a high-end hybrid. The company's total revenues in 2007 were \$555 million.

### 2. Modia

**Location:** Houston, Texas

**2007 Installation Revenue:** \$33.2 million

**No. of Showrooms:** 11

■ The company has incorporated integrated gaming demos into its showrooms as way to enhance home theater sales.

\*formerly Home Theater Store

### 3. Ultimate Electronics

**Location:** Thornton, Colo.

**2007 Installation Revenue:**

\$278 million (estimated)

**No. of Showrooms:** 32

■ Ultimate continues to work closely with home-builders, reporting more than 19,000 structured wiring installations. The company reported \$79 million in labor-only revenue.

### 4. Harvey Home Entertainment

**Location:** Lyndhurst, N.J.

**2007 Installation Revenue:** \$23 million

**No. of Showrooms:** 2

■ Currently in Chapter 11 bankruptcy protection, Harvey's has a plan to quickly launch several new stores in 2008. (See page 17 in this issue.)

### 5. HiFi House

**Location:** Broomall, Pa.

**2007 Installation Revenue:** \$20.2 million

**No. of Showrooms:** 3

■ Privately held, family-owned company with more than 70 employees, its Audio Video Systems House division focuses on commercial and residential custom installations.

### 6. Just One Touch/Video & Audio Ctr.

**Location:** Santa Monica, Calif.

**2007 Installation Revenue:** \$19.8 million

**No. of Showrooms:** 3

■ The company has its traditional CE retail store directly across the street from its custom boutique store, from which it did 1,875 installations. It has a third location inside an actual home. The company cites the deceleration in the U.S. economy as its biggest challenge in 2007.

### 7. MyerEmco AudioVideo

**Location:** Gaithersburg, Md.

**2007 Installation Revenue:** \$175 million

**No. of Showrooms:** 10

■ After its failed merger with Harvey's last year, MyerEmco is concentrating on maintaining its company culture and conducting demos to every customer. It is not looking to be purchased. The company did 1,978 installations in 2007.

### 8. Advanced Audio Design

**Location:** Sarasota, Fla.

**2007 Installation Revenue:** \$16 million

**No. of Showrooms:** 3

■ The company touts its ability to educate builders and homeowners from its locations in Naples, Sarasota or Tampa.

### 9. Definitive Audio

**Location:** Bellevue, Wash.

**2007 Installation Revenue:** \$14.7 million

**No. of Showrooms:** 3

■ In total, 94 percent of Definitive's installations have more than three integrated subsystems to A/V. About one-third of its 304 installations include lighting and HVAC control.

### 10. Bob & Ron's World Wide Stereo

**Location:** Hatfield, Pa.

**2007 Installation Revenue:** \$12.5 million

**No. of Showrooms:** 3

■ The company puts a premium on its demo techniques to upsell customers. It primarily concentrated on audio and video for its 1,491 installations last year.

### 11. Wilshire Home Entertainment

**Location:** Thousand Oaks, Calif.

**2007 Installation Revenue:** \$12.2 million

**No. of Showrooms:** 2

■ Wilshire performed 1,610 custom installations in 2007. Among its newest offerings is zero-percent financing to qualified customers using Wells Fargo Financial.

### 12. Gramophone

**Location:** Timonium, Md.

**2007 Installation Revenue:** \$11 million

**No. of Showrooms:** 2

■ In business for 31 years, the company has 50 employees, and it did 400 installations in 2007.

**13. Datavision Computervideo Inc.**

**Location:** New York, N.Y.

**2007 Installation Revenue:** \$8 million

**No. of Showrooms:** 2

■ An example of a computer "superstore" refocusing on installation revenue, the company did a total of \$12 million in income last year with most of the jobs including computer networking.

**14. The Sound Room**

**Location:** Chesterfield, Mo.

**2007 Installation Revenue:** \$7.6 million

**No. of Showrooms:** 2

■ Founded in 1983, the company has been performing installations for more than 15 years. Last year, 72 percent of its installations were between \$20,000 and \$100,000.

**15. Bjorn's Audio Video**

**Location:** San Antonio, Texas

**2007 Installation Revenue:** \$6.8 million

**No. of Showrooms:** 1

■ An example of how a single-store operation can excel without expanding to multiple locations. The founder, Bjorn Dybdahl, has been an industry leader for many years.

**16. Green Electronic Solutions**

**Location:** Rowlett, Texas

**2007 Installation Revenue:** \$6.2 million

**No. of Showrooms:** 1

■ The company did about 500 installations in 2007, but cites the slowing housing market as a concern.

**17. HiDef of Freehold**

**Location:** Freehold, N.J.

**2007 Installation Revenue:** \$4.8 million

**No. of Showrooms:** 2

■ The company did 346 installations last year, and sees the continued drop in video margin as an ongoing challenge. It plans to overcome the concern by selling more audio and front-projection systems.

**18. Intech Inc.**

**Location:** Hicksville, N.Y.

**2007 Installation Revenue:** \$4.75 million

**No. of Showrooms:** 2

■ The company cites video pricing compression as a primary concern, cutting into bottom line profits. It is focusing on accurately bidding new projects and creating a process whereby work is completed "as planned" and on budget.

**19. Stereo East Home Theater**

**Location:** Frisco, Texas

**2007 Installation Revenue:** \$4.5 million

**No. of Showrooms:** 1

■ The company did 680 installations from its store last year, and is focusing more on retrofit installations than it did previously.

**20. Audio Video Planners Inc.**

**Location:** Oakdale, Minn.

**2007 Installation Revenue:** \$4.25 million

**No. of Showrooms:** 2

■ The company specializes in residential and commercial installations out of its two locations. It did 182 residential installations last year.

**21. Avio Inc.**

**Location:** Troy, Mich.

**2007 Installation Revenue:** 4.2 million

**No. of Showrooms:** 3

■ This high-end company did just 60 installations last year. It sees whole-house automation as its fastest growing category.

**22. Century Stereo**

**Location:** San Jose, Calif.

**2007 Installation Revenue:** \$4 million

**No. of Showrooms:** 1

■ Century Stereo did 250 installations out of its single location in 2007. It uses its showroom to host "clinics and seminars" for potential buyers.

**23. All Pro Sound**

**Location:** Pensacola, Fla.

**2007 Installation Revenue:** \$3.5 million

**No. of Showrooms:** 1

■ All Pro Sound is a diverse \$36 million company that primarily targets commercial installations, with a special focus on houses of worship.

**24. Audio Video Interiors**

**Location:** Medina, Ohio

**2007 Installation Revenue:** \$2.7 million

**No. of Showrooms:** 1

■ This year's CEA Tech Home Division Integrator of the Year, the company has roots in security with a new showroom.

## TOP HYBRIDS

### 25. Domes Audio Video Environments

**Location:** Chesapeake, Va.

**2007 Installation Revenue:** 2.2 million

**No. of Showrooms:** 2

■ The company did 175 installations in 2007 and now boasts a second showroom in Virginia Beach.

### 26. Diamond Case Designs Inc.

**Location:** Anaheim, Calif.

**2007 Installation Revenue:** \$1.8 million

**No. of Showrooms:** 1

■ Diamond Case Designs also manufactures and sells its own line of custom cabinetry.

### 27. The Audio Installation Company

**Location:** St. George, Utah

**2007 Installation Revenue:** \$1.7 million

**No. of Showrooms:** 1

■ The company touts its showroom as the only one of its kind between Salt Lake City and Las Vegas. Last year, it did 137 installations.

### 28. Innovative Home Theaters Inc.

**Location:** Orlando, Fla.

**2007 Installation Revenue:** \$1.51 million

**No. of Showrooms:** 1

■ Innovative did 100 installations last year, with about 60 percent of them combining three or more subsystems.

### 29. Hi-Fi Fo Fum Inc.

**Location:** Richmond Heights, Mo.

**2007 Installation Revenue:** \$1.5 million

**No. of Showrooms:** 1

■ In business for 53 years, the company did 75 installations in 2007. Part of the company's offering is car stereo also.

### 30. Live Wire Designs

**Location:** Canonsburg, Pa.

**2007 Installation Revenue:** \$1.3 million

**No. of Showrooms:** 1

■ The company's showroom is co-located with an appliance store and a kitchen and bath shop.



The top hybrids list is ranked by the volume of billed, not booked, business from residential systems, including:

- Audio (sources, speakers, processors or multiroom distribution components).
- HVAC control/energy management systems.

- Lighting controls.
- Security systems (alarms, integrated fire, access control or CCTV).
- Structured wiring systems.
- Telecommunications systems.
- Video (sources, monitors, projectors, screens DBS or multiroom distribution

components).

- Whole-house automation/integration.
- PC networks/broadband installation.
- Window covering controls.
- Other (central vacuum, power conditioning/surge protection, irrigation control, spa controls, etc.).